



2023 - 2024
Impact Report



Who We Are

TMC delivers innovative, trauma-informed economic development by partnering with Manitoba employers to create resilient, agile, and responsive workplaces. By reducing youth unemployment and advancing skills development and life stabilization, TMC uplifts participants to become confident, lifelong learners who contribute meaningfully to Manitoba's economy.

Mission



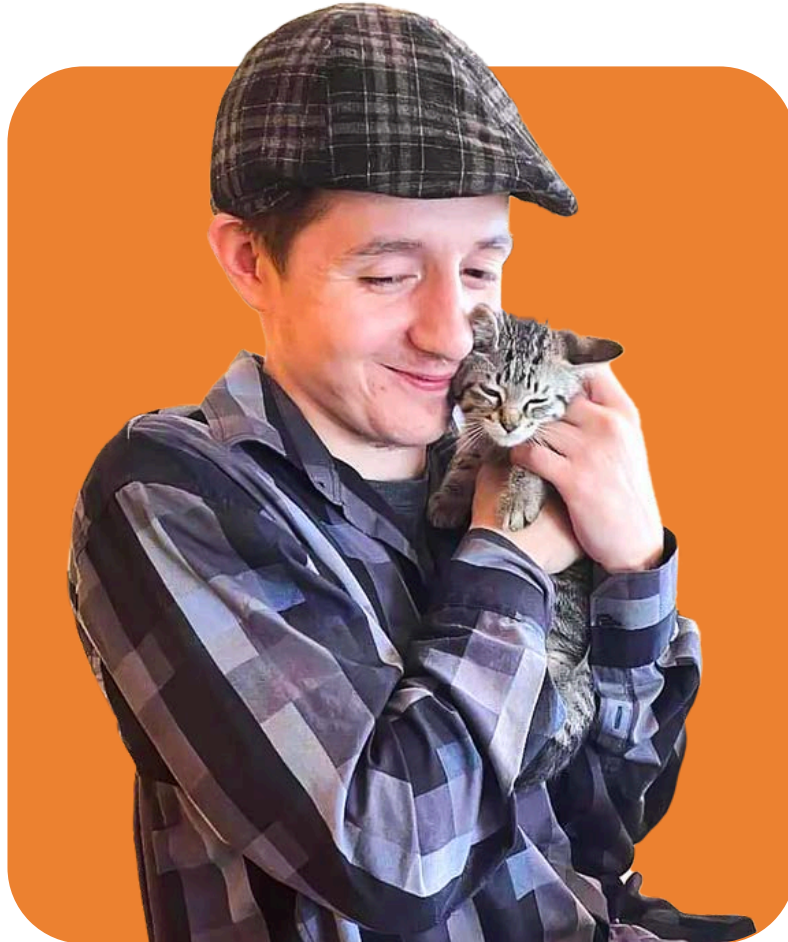
Building bridges between industry, youth, and equity deserving groups that support business development, advance employability, and leadership skills while improving economic well-being, mental health, resilience, and employment outcomes.



Vision

Building resilient workforces and economies centered on equitable access and reconciliation.

In Loving Memory



Leo Charles Martin-Shea

June 29, 1997 – April 19, 2023

Momentum Now! 17

Leo had a profoundly positive impact on all of us and he loved TMC dearly. Team members who worked most closely with him were able to connect with the many relatives who came in from as far as California and who had all heard about "Momentum". The entire team attended his service.



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Land and Water Acknowledgement

The Momentum Centre, Inc. respectfully recognizes that we are on the original ancestral lands of the Anishinaabeg, Cree, Oji-Cree, Dakota, and Dene Peoples within Treaties No.1 and No.5 Territory and on the homeland of the Red River Metis.

We acknowledge the clean water we drink comes from Shoal Lake 39 and 40 First Nations, on Treaty 3 Territory, and we acknowledge and honour Treaty 5 Territory, where our electricity is produced.

Message from our Co-Chairs

It is our pleasure to present the Annual Report for 2023–24. Grounded by Reconciliation, Equity, Diversity, and Inclusion, TMC creates opportunities to bridging industry, youth, and equity-deserving groups, ensuring resilience and access remain at the core of everything that we do.

TMC has always embraced transformation as growth’s catalyst. Rooted in our Mission, Vision, and Approach, we empower youth by prioritizing resilience and equipping them to thrive in evolving environments. We expand equitable access to training and sustainable employment, strengthening workforce and economic development for lasting stability and opportunity.

Transformation brings both progress and challenges, requiring adaptability. This year, we embraced change, strengthened collaboration, and stayed true to our mission. With resilience at our core, we turned challenges into opportunities, laying the groundwork for meaningful impact in the communities we serve.

In this AGM report, we reflect on the progress achieved and the challenges overcome. TMC’s commitment to fostering resilience, expanding opportunities, and driving economic growth shapes a more inclusive and sustainable future. With the collective efforts of our dedicated team and valued partners, we remain committed to creating transformative opportunities that empower individuals and strengthen communities for years to come.

Miigwech/ Thank you.



Aldrin Santos



Ocean Bruyere

Message from our Co-founder & CEO



Kimber Corthey

The Impact of Support

This year TMC leaned into bolstering the teams' (Staff and Board) mental health through trauma-informed professional development and health and wellness activities aimed at minimizing the risk of vicarious trauma reactions and maximizing our capacity to deliver trauma-informed economic development. The impact of this support made possible through a generous Capacity Strengthening grant from the WES Mariam Assefa Fund, served as a preventative measure, championing the resiliency of the team in delivering on our approach, philosophy, model, and curriculum. In turn, this made it possible for us to markedly improve participants' economic well-being, mental health, resilience capacity and employment outcomes.

Thank-you

Graduates for your indestructible joy and tremendous motivation in overcoming barriers!

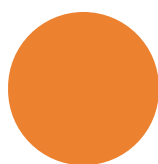
To the entire Team, in every program, for the beauty in your work, and its mighty ripple effect, creating sustainable, positive intergenerational impacts with so many youths and their families, with international students in the fields of STEM, with youth e-commerce advisors, marketing specialists and SMEs across the province.

to the Board of Directors, for steadfastly upholding TMC's mission and vision.

To all our business, employer and cooperating workplace partners. We literally couldn't do it without you.

And to a growth-filled intentional collaboration with AstroLab Synergies that produced so much good!

Momentum Now!



Momentum Now!

Cohorts 21, 22, and 23

Momentum Now! bridges the gap between unemployment and meaningful, long-term employment through a structured, evidence-based approach designed to enhance workforce readiness and career resilience.

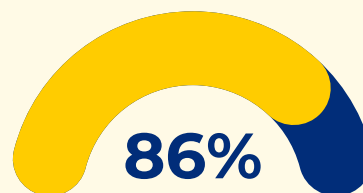
TMC's leading-edge curriculum is built upon an extensive body of interdependent material, focusing on five key skill-building areas: cross-cultural competency, leadership, effective communication, self-management, and job search strategies.

Participants begin Momentum Now! with an 8-week pre-employment seminar, where they develop core employability skills through interactive, group-based training. They then transition into 24 weeks of paid work experience, applying their skills in real-world settings that align with their career goals.

Graduates leave our program with more than just work experience. The program's combination of structured training, real-world application, and cognitive skills development strengthens resilience, self-governance, and self-management, ensuring participants can thrive in meaningful, long-term careers.



Momentum Now! served a total of
Thirty Five **(35)** participants



of participants graduated!

Graduate Outcomes

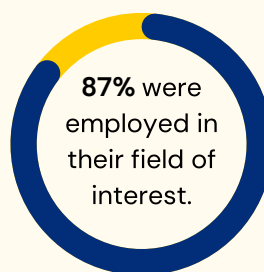
100% *are no longer in receipt of EIA after the program*

30% *were hired early by their Cooperating Workplace*

23% *have their wages topped up by Cooperating Workplace*

33% *are earning higher wages; ranging between \$16 - \$20/hour*

After Graduation

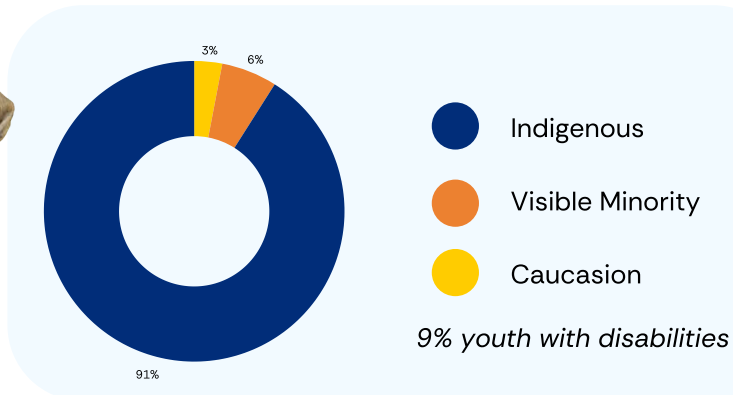
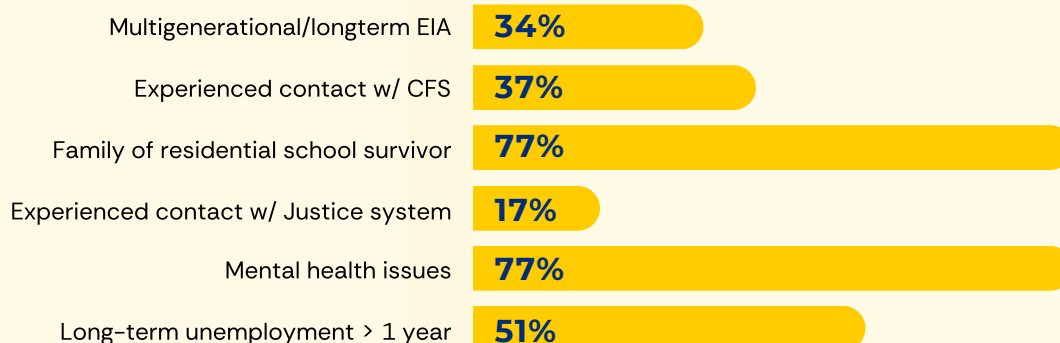


Momentum Now!

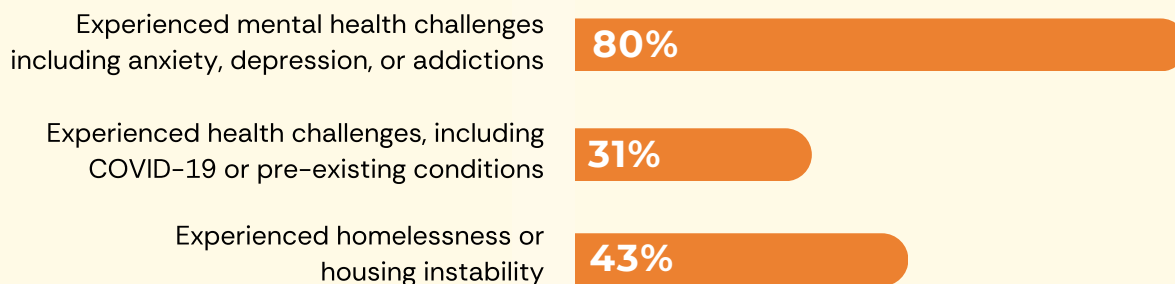
Supporting Growth through Life's Challenges

Many Momentum Now! participants face significant challenges before and during the program, yet they bring with them incredible motivation, resilience, and a deep determination to move their lives forward. They are the catalysts of their own transformation, taking bold steps toward stability and growth. Momentum Now! provides the structure, resources, and support, but it is the participants who drive their own success. With each skill they build and each challenge they navigate, they gain confidence, expand their opportunities, and create a future filled with possibility.

Barriers Faced Before the Program



Obstacles Faced During the Program



Congrats



Momentum Now!

Graduates & Cooperating Workplaces

Our Graduates

Congratulations to all of our 2023–2024 Momentum Now! graduates. Your determination, motivation and capacity for joy never cease to inspire.

Cohort 21

Christian Oram
Cody Mckenzie
Emily Mann-Pilon
Jeromy Smith
Justice Hobson-Baluikas
Montana Morin
Morningstar Macdonald
Nathan Settee
Tira Mason
Toryan McCorrister
Yvette Swain

Cohort 22

Ben Massey
Britney Lamy
Cassidy Bird
Drayton Williams
Dreiden Bruce
Giovani Firth-Paupanekis
Myles Knott
Nathaniel Duck
Roderick Mayham

Cohort 23

Angel Konowalchuk
Avery Favel
Cherokee Barker
Dakota Genaille
Gabby Kehler
Joshua Colombe
Kyler Harper
Nathan Kakegumick
Rachel George-Feinberg
Simranjit Kaur

Our Cooperating Workplace Partners

Thank you for partnering with us to deliver meaningful, sustainable youth employment.

Cohort 21

Busy Bee Daycare
Carlton Works
Daly Burger
Kidfit60
Makoon Transition Inc.
Me-Dian Credit Union
Native Clan Organization
Oyate Tipi Cumini Yape
Passion Beauty Supply
Rossbrook House

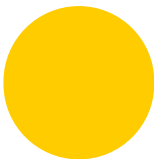
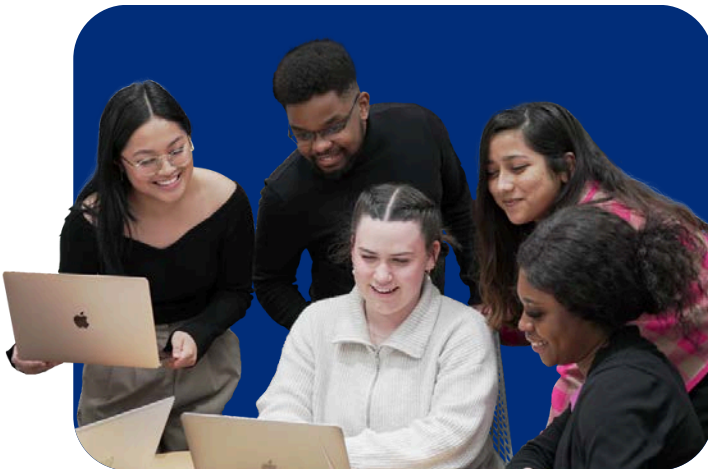
Cohort 22

Advance Roofing
Deer Lodge Centre
European Meats & Sausage Co.
Garden City Community Centre
Seven Oaks Sportsplex
New Directions
Shelly's Indigenous Bistro
Shoppers Drug Mart
The Forks North Portage-
Partnership

Cohort 23

Assiniboine Credit Union
Emcab Kitchens
Inaadiziwin Inc
Indigenous Women's Healing-
Centre
Makoon Transition Inc.
McMunn & Yates
Oyate Tipi Cumini Yape
Paws Unleashed
Shoppers Drug Mart
Sunny Mountain Daycare

Special Initiatives



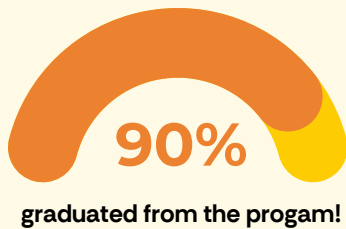
Activate Momentum!

Pilot Project (November/22 - July/23)

Activate Momentum was a 12-week trauma-informed employability skills training program designed to help participants transition from the cycle of multi-generational employment and income assistance (EIA), poverty, and intergenerational trauma.

The program builds resilience, self-governance, and self-management skills, supporting participants to activate their internal motivation and begin their journey toward economic independence and long-term transformation.

Activate Momentum! served a total of
Twenty (20) participants



Activate Momentum! achieved its goal of supporting participants transitioning from long-term EIA. Participants who secured employment exceeded expectations, highlighting the program's meaningful impact.

Participant Outcomes

- 90%** could successfully access community supports
- 70%** were referred for additional training and employment programs
- 15%** obtained full-time employment
- 5%** successfully joined the Momentum Now! program



IntegrateED

Pilot Project (April/22 - April/24)

IntegrateED is a project that creates innovative, demand led, labour market solutions by:

- Training, integrating, and retaining the skills & talent of international students and recently graduated newcomers in STEM fields
- Overcoming barriers to employment prior to & after post-secondary graduation
- Building the talent economy in Manitoba to meet the current and emerging needs of employers

The project placed students in consulting roles within Manitoba’s Food and Beverage industry, allowing them to gain real-world experience and help businesses solve operational problems, enhancing their capacity to compete in the market.

WIL projects were offered by Dr. Dua (University of Manitoba) in 4th year Food Science and Human Nutrition courses, and focused on food production, safety and regulations.

98% of participating students would recommend this project to their peers.



We’ve always had a really great experience working with INTERNATIONAL students. The enthusiasm, the excitement that they bring to projects is always infectious. They bring a different mindset and cultural background to projects that we find beneficial as long as we’re being receptive to learning and understanding their unique life perspectives.

– Juno Food Labs



Over the duration of the project, **118** students took part in work-integrated learning (WIL) industry projects. **46** WIL projects were created, working with **23** unique food and beverage sector employers. **70%** of participants were International students.

Participation Feedback	Student Response	Business Response
Level of satisfaction with their WIL project/outcome	★★★★★	★★★★★
Overall experience with their respective business/students	★★★★★	★★★★★
Overall level of satisfaction with IntegrateED project.	★★★★★	★★★★★

IntegrateIT

(reporting as of March/24)

IntegrateIT was created to support Manitoba's small and medium-sized enterprises (SMEs), to build economic growth, create employment and contribute to the welfare of our communities. In **March 2022**, The Momentum Centre was selected to be Manitoba's intermediary of the Canada Digital Adoption Program – Grow Your Business Online stream.

This program provided eligible businesses with:

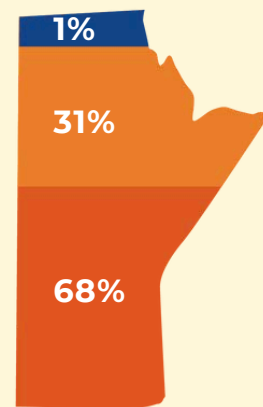
- A one-time micro-grant of up to \$2,400 for costs related to adopting eCommerce and digital marketing activities.
- Complimentary access to our eCommerce Advisor team to assist with their project solutioning.

From the launch of CDAP-GYBO to March 31, 2024, IntegrateIT received a total number of 1,310 submissions, 995 were awarded and 462 businesses have received grant funding.

A total of 285 businesses requested and received the support of an eCommerce advisor.

Applicants by Region

- North
- Rural
- Winnipeg



CDAP enabled me to access professional eCommerce advisors, upgrade and improve my current website and build an eCommerce platform which will enable the growth of my business. I would not have been able to access this level of support without the CDAP microgrant.

– *Cannister watches*

23-24 Summary

% Projects Completed

% Funding Breakdown

eCommerce	44	55
Backoffice	7	6
SEO	15	13
Advertising	17	16
Digital Marketing	14	8
CRM	3	2

Total Sum of Micro-Grants Disbursed to Date

\$1,089,419



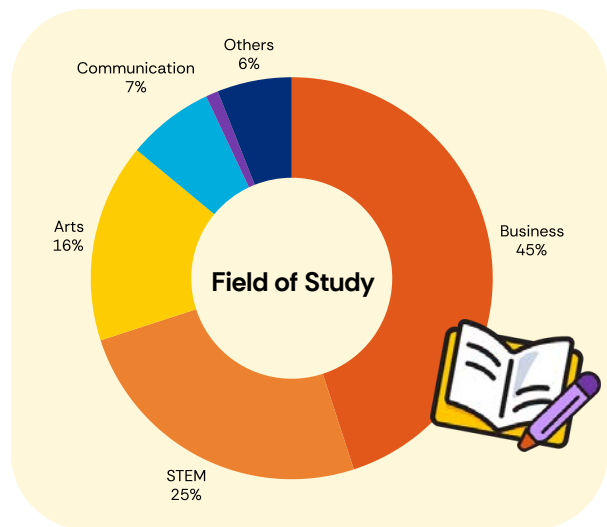
IntegrateIT

(reporting as of March /24)

IntegrateIT provides post-secondary students and recent graduates with work-integrated learning experiences, hiring them as eCommerce Advisors (eCAs) to support Manitoba businesses in eCommerce adoption and digital marketing.

Each participant took part in “Leadership in Motion”, a specialized training provided by TMC, which focused on strengthening adaptability, problem-solving, and leadership capabilities.

In combining career experience with professional development training, TMC is able to inspire the next generation of professionals to become confident, innovative, and future-ready leaders.

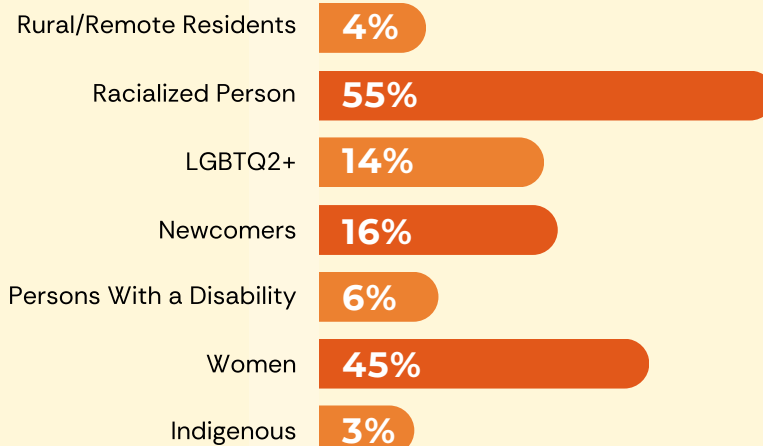


What I enjoy the most about working here is the people I work with, both clients and coworkers. I cherish the opportunity to exchange experiences, learning from each other's insights and expertise.

- Charan Tagger



Equity, Diversity, Inclusion Stats



23-24 eCA Summary

38% enrolled students
62% recent graduates



Success Stories



Momentum Now! 23 Graduate

Dakota an Indigenous female who grew up in the North End of Winnipeg, was accepted into the Momentum Now! program after facing challenges in finding employment with current personal struggles. One of the beautiful things about Momentum Now! is that it allows participants to explore many areas of interest with a trauma informed approach. Through gaining connections with the team and peers, she greatly improved in areas which had previously held her back from moving forward in life. During program she developed strong peer relationships adding more social skills to her life and improving her communication skills, which was applied in both her personal and professional life.

Dakota being the young age of only 24, she was the first in her family to not attend residential school, though her family's experiences deeply affected her. Which was shared during conversations we initially had, we worked in this area to find healthy ways to find relevant coping strategies. Dakota's motivation to break cycles continued with her thriving off our curriculum and her reconnection to culture including in our wrap around supports.

As a young girl, Dakota accessed various community resources to escape a chaotic home environment. Determined to give back to her community, Dakota was placed at the Indigenous Women's Healing Centre, supporting women and children recently incarcerated, where she was then offered early employment, three months before completing the Momentum Now! program, and a wage increase to \$20/hour.



Activate Momentum! 2 Graduate

Amanda joined the Activate Momentum! program at a time when she was struggling with multiple barriers. Throughout her time at the Momentum Centre, she has demonstrated resiliency and showed strength in character and dedication.

Amanda originally applied to the first cohort of Activate Momentum! but, due to medical reasons, couldn't commit to the program full time. She showed true resilience when still recovering after major surgery, reapplied to the program. As an Indigenous single mother who struggled with being unsheltered, children who have special abilities, and long term, multi-generational EIA dependence, Amanda has kept an optimistic attitude and outlook on life.



Despite her own special abilities and mental health struggles, she persevered and thrived and throughout the program and has found gainful and fulfilling employment and has worked hard to give her children a better life and future.

Amanda made life long lasting relationships with the staff at the Momentum Centre and during her time at the Momentum Centre, Amanda shared her passion and talent for art. She gifted staff with a beautiful handmade dream catcher and painted the mural on the window in the back courtyard. Today, she has maintained full-time employment with Maple Leaf since graduating from the program and still stays in touch with Momentum Staff



Momentum Now! 21 Graduate

Tira's story is truly inspiring. She demonstrates immense strength and resilience in her journey to create a better life for herself and her daughters.

By prioritizing her mental health and finding a stable home first, she laid a solid foundation for her future. Her decision to seek out full-time employment started with her researching organizations such as The Momentum Centre, where she could receive wrap around supports while moving forward in life. Tira continued with her commitment to growth and wanted to work in an organization that gave back to community, specially working with Indigenous people, a cause close to her heart.

Tira began her work experience at Makoon Transitions and the support she received through the Momentum Now! program helped her not only find a fulfilling job but also thrive in her personal and professional life. Tira was offered to be hired on early during her mid-performance review but made the decision to complete program as she benefited greatly from the wrap around supports. Tira was hired on full-time at her graduation in July of 2023 with a pay increase and access to medical and dental benefits after her probation period. Tira is a beautiful example of determination, hard work and connection, she currently remains at Makoon Transitions, thriving and evolving, and leading by example for her daughters.

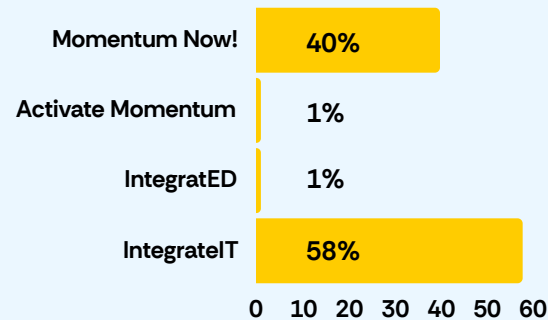
Financials



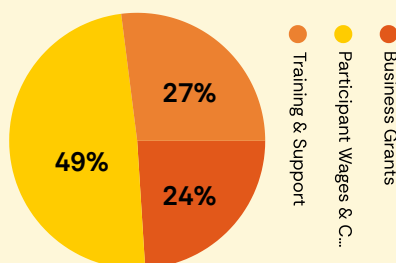
Financial sustainability is not just about numbers —it's about creating meaningful change. The majority of funding is invested directly into the community, supporting participants, strengthening businesses, and contributing to local economic development.

Our work would not be possible without critical funding from government partners, but to continue to expand our reach, we rely on the generosity of donors who share our vision for a stronger, more inclusive community.

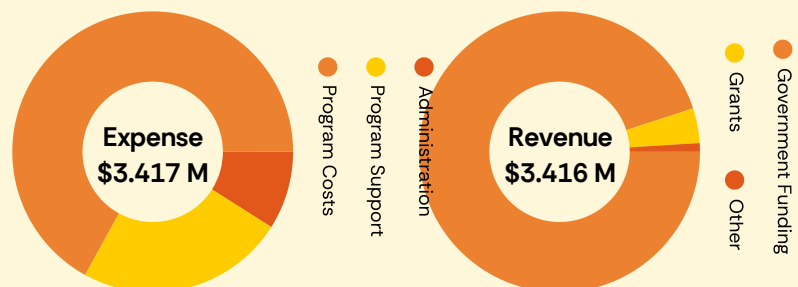
FY2024 Total Funding & Grants by Program



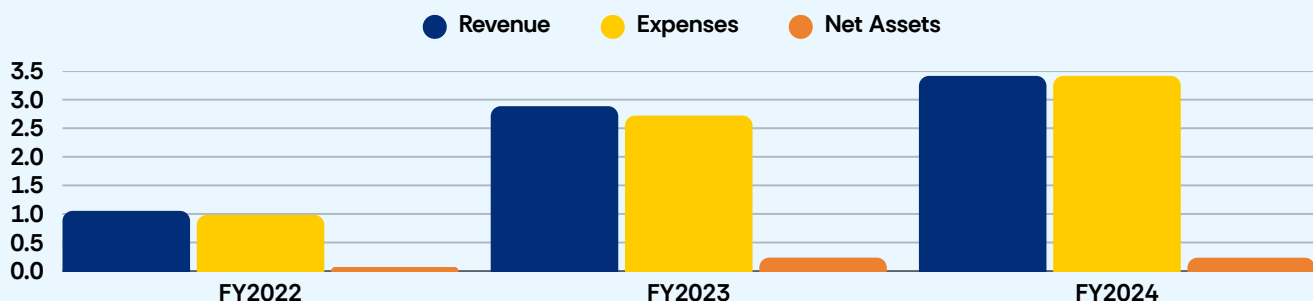
FY2024 Program Support & Costs Analysis



FY2024 Revenue & Expense Summary



3-Year Financial Analysis (millions)



Thank You



We deeply appreciate the difference you make for our participants.

Funders

- Government of Canada, Innovation, Science, and Economic Development
- Government of Manitoba, Economic Development, Investment, Trade and Natural Resources
- Government of Canada, Youth Employment and Skills Strategy
- WES Mariam Assefa Fund of World Education Services Inc.
- Government of Manitoba, Department of Families
- Food and Beverage Manitoba

Grantors

- Mariam Assefa Fund of World Education Services Inc.- Capacity Strengthening Grant
- Assiniboine Credit Union – Community Grant
- North End Revitalization Incorporated – Storefront Enhancement Grant

Partners

- AstroLab Synergies
- University of Manitoba

In-kind Contributions

- Momentum Now! Cooperation Workplaces
- Ghost Garbage



Leadership



At The Momentum Centre, leadership isn't about titles—it's about heart-focused impact. Our team is a network of dedicated individuals who bring their unique strengths to the table, working together to drive change. Thank you to the team behind our mission.

Momentum Makers, Meet the Team



Reflection



In the 2023–2024 fiscal year, overcoming post-pandemic challenges while navigating the recovery occurring in virtually every system and sector has meant working our resilience as an organization.

The kind of resilience that involved setting clear expectations and boundaries for success in response to external barriers while simultaneously flexing our courage and self-respect muscles as we steered through the obstacles of a 10-month issue for resolution; buoyed by the long-term consistent results of our trauma-informed curriculum and evidence-based approach and model, with its core elements of self-governance, participant-centered, attachment theory and accountability.

From challenges to opportunities, we continued accelerating our impact, delivering strong outcomes with a graduate impact result of 87% employed in their fields of interest. Building our partnerships with employers, cooperating workplaces and small to medium enterprises throughout Winnipeg and the province.

As the next year unfolds, TMC stands REDI, gearing up to unleash our brand's potential with Momentum Recognized – one team, inspired by the difference we get to make, motivated by our confident and innovative future-ready youth leaders of today.



Moving Lives Forward



Ways to get involved!

Be Inspired. Stay Informed.

Visit us on Instagram to get stories of inspiration, program updates, and the ways we make a difference.

[@momentumcentrewpg](https://www.instagram.com/momentumcentrewpg)

Give Hope. Create Change.

Your donation helps provide opportunities, support, and mentorship to those ready to transform their future. Donate today!

<https://www.momentumcentre.ca/donate>

Your Journey Starts Here!

Join Momentum Now! and take the next step toward building a successful future. We're here to support you!

<https://www.momentumcentre.ca/for-future-participants>

Strengthen our Community!

Partner with us and help create lasting employment opportunities for individuals ready to transform their futures.

<https://www.momentumcentre.ca/tmc-advantage-for-employers>



Resilience and Opportunity in Motion

www.momentumcentre.ca

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