



# Impact Report

April 1, 2024 - March 31, 2025





## Who We Are

The Momentum Centre (**TMC**) is a leader in trauma-informed economic & workforce development, supporting Manitoba employers and youth, with an emphasis on equity-deserving groups such as Indigenous people, newcomers, and former youth in care.

By harnessing demand-driven employer partnerships, TMC provides employability skills, resiliency coaching, professional development training and meaningful work experience, along with retention and advancement supports. This innovative approach enables smooth transitions to employment while focusing on talent pipeline development and uplifting 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.

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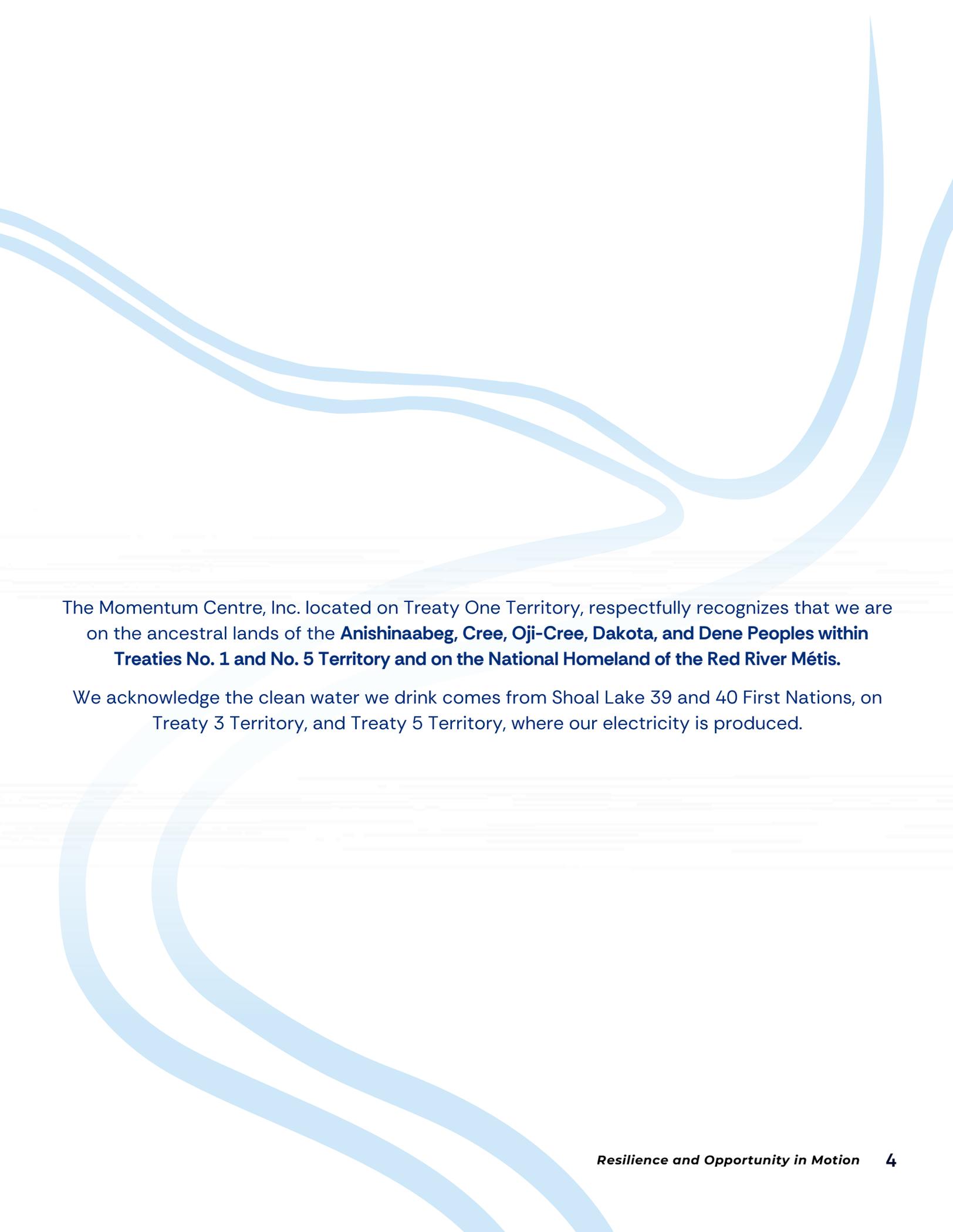
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The page features several thick, light blue wavy lines that flow across the background, creating a sense of movement and fluidity. These lines are positioned in the upper and lower portions of the page, framing the central text.

The Momentum Centre, Inc. located on Treaty One Territory, respectfully recognizes that we are on the ancestral lands of the **Anishinaabeg, Cree, Oji-Cree, Dakota, and Dene Peoples within Treaties No. 1 and No. 5 Territory and on the National Homeland of the Red River Métis.**

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

## Message from our Co-founder & CEO



**Kimber Corthey**  
Co-Founder and CEO



This year TMC amplified its work on making momentum as our Digital Marketing Strategy accelerated with **Momentum Recognized**, helped in part by a grant from ACU.

We launched an important aspect of our brand, **REDI** – representing the 20 years we’ve been quietly and consistently prioritizing reconciliation in everything we create, share, and maintain.

With our digital adoption plan in motion, we completed the digitization of 14 forms and agreements relating to administrative processes for participants, staff and the board of directors. This freed us up even more to deliver impactful results with our youth emerging leaders, meeting program participants where they’re at and supporting them in getting to where they want to be.

And in the occasionally tumultuous energy of a year marked by change, we celebrated the continuity of a 20-year funding relationship with Service Canada’s (Skills Link/Youth Employment and Skills Strategy Program).

Our actions today, delivered with purpose, are creating TMC’s roadmap for tomorrow, moving lives forward with momentum, strengthening Indigenous and newcomer youth’s workforce opportunities and economic mobility.

**Thank-you** to all the **Momentum Makers** (Participants, Staff, Board, Cooperating Workplace Employer partners, Funders, Community Partners) for inhabiting, supporting, and championing the forward movement that is The Momentum Centre.



## Message from our Chair



**Crystal Byer**  
Chair



As we reflect on 2024/2025 the Board of Directors extends its sincere gratitude to everyone who makes The Momentum Centre a place of growth, connection, and possibility.

This year has been one of resilience and steady progress for the organization. Through the dedication of our partners and participants, we have continued to strengthen our programs and deepen our impact within the community. It has also been a time of capacity building and connection for Momentum Centre staff and board, allowing us to reaffirm our shared commitment to one another and to the work we do each day.

Looking ahead, the Board remains focused on supporting sustainable growth, strong governance, and long-term organizational stability. Working closely with our senior leadership team, we continue to explore opportunities that advance Resilience, Equity, Diversity, and Inclusion while remaining grounded in our core values of innovation, industry leadership, and collaboration. These priorities guide our decisions and ensure The Momentum Centre remains responsive and accountable.

We thank you for your trust, engagement, and continued support of The Momentum Centre. We are optimistic about the year ahead and confident that, together, we will continue moving lives forward with purpose, integrity, and of course, momentum.

With appreciation,  
**Board of Directors**  
The Momentum Centre  
2024–2025





# Momentum Now! Program

# Momentum Now!

## Cohorts 24 and 25

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  
Twenty Five (25) participants



of participants graduated!

### Graduate Outcomes

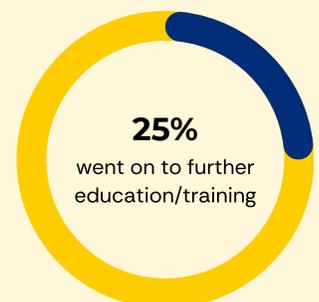
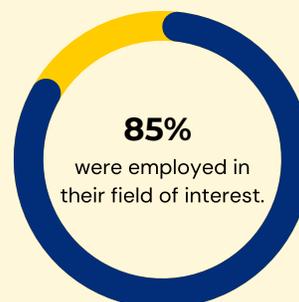
**85%** *are no longer in receipt of EIA after the program*

**20%** *were hired early by their Cooperating Workplace*

**20%** *have their wages topped up by Cooperating Workplace*

**25%** *are earning higher wages; ranging between \$16 - \$20/hour*

### After Graduation

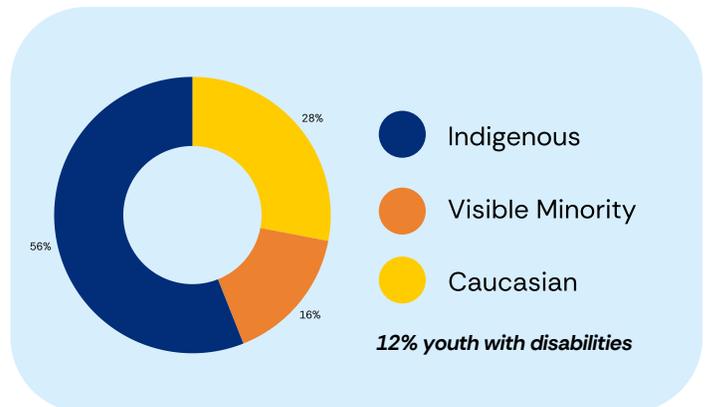
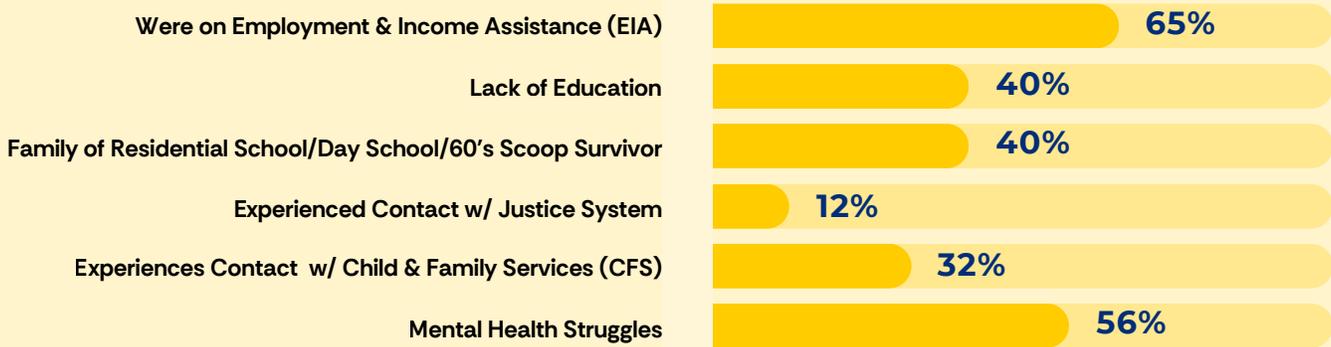


# Momentum Now!

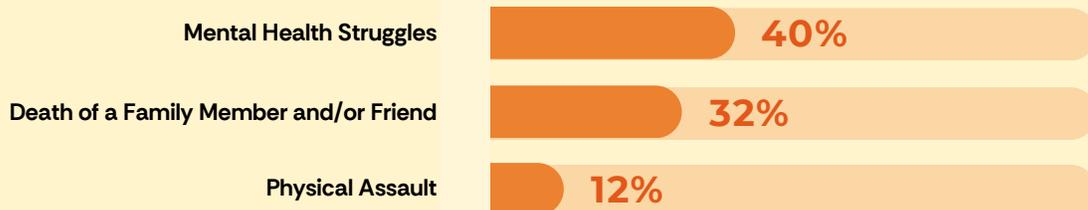
## Supporting Growth Through Life's Challenges

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



# Momentum Now!

## Graduates & Cooperating Workplaces

### Our Graduates

Congratulations to all of our 2024–2025 Momentum Now! graduates. Your determination, motivation and capacity for joy never cease to inspire.

#### MN! 24

Jayden Hastings  
Chelma Owusu-Ansah  
Josey Gustafson  
Sara Saleh  
Damian Jesmer  
Luke Stewart  
Oleh Melnyk  
Tommy Le  
Cade Vezeau  
Savannah Cooke

#### MN! 25

Angela Scott  
Bailey Minski  
Brooklynn Pelly  
Connor Arthurson  
Danielle Chartrand  
Jett Hayden  
Kelcie Sinclair  
Morgyn Rudolph  
Ty Gislason  
Sofiya Aizedyar

#### MN! 26

*Nine participants have joined the program and are actively taking part in their pre-employment training.*

### Our Cooperating Workplace Partners

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

#### MN! 24

Boston Pizza  
Night Crawlers  
North Point Douglas Women's Centre  
Carlton Works Inc.  
Busy Bee Daycare  
Me-Dian Credit Union  
Ghost Garbage  
Econo Muffler Auto Centre  
New Directions  
Mohni Spa and Nails Inc.

#### MN! 25

New Directions  
Bright Tikes Montessori  
Northway Brothers Pharmacy  
McMunn & Yates  
Petland Polo Park  
Western Marble  
PetValu  
Feast Cafe Bistro  
Carstar – Austin Ave  
N.E.E.D.S.



# Special Initiatives

# Leadership in Motion

(LIM)

Terms six and seven of the 30-hour course designed, developed, and delivered by TMC's Co-Founder/CEO, as Head Trainer in Professional Development brought the dynamic training of over 100 CDAP e-commerce Advisors, plus all TMC staff, to a close this fiscal year.



The overwhelming success of Leadership in Motion sparked multiple requests for ongoing training.

Special thanks to **Sophia Arigo** for your additional work in supporting this rewarding initiative.



This course was of high value to me and is something I wish everyone would go through at some point.

- Term 2 ECA



I liked how interactive the training was, moving around, and the skills for self, the group (team) and businesses.

- Term 7 ECA



The training was a great experience, really interesting. It was comfortable and safe to share our views, different from traditional training. Space was created for everyone, establishing work spirit

- Term 5 Marketing Team Lead



# IntegratED

This year The Momentum Center along with its partner AstroLab Synergies wound down its pilot project, IntegratED that was created for innovative labour market solutions, its goals included:

- equipping participants with the skills needed to succeed in the Canadian job market.
- helping participants transition into the workforce through practical, real-world experience via work-integrated learning (WIL) placements.
- providing opportunities for participants to apply and develop their STEM knowledge in professional work settings.
- helping small and medium-sized enterprises (SMEs) fill critical skill gaps by leveraging the perspectives and expertise of participants.



Our collaboration ensures that students have an easier time finding employment upon graduation and to gain the necessary skills and experience most in demand by employers.

– Crystal Kalaitzakis (AstroLab Synergies)

IntegratED placed **118** participants in work-integrated learning industry projects. **46** WIL projects were created, working with **23** unique food and beverage sector employers.

## How Businesses Responded...

- 100%** *agreed that the initiative helped introduce skilled talent*
- 100%** *agreed that participants helped in resolving their business challenges*
- 80%** *agreed that the initiative helped in advancing their business objectives*
- 100%** *agreed that they'd be willing to employ an international student in the future*

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

## How Participants Responded...

- 95%** *agreed that WIL opportunities should be utilized in career development programs*
- 100%** *agreed that the initiative gave them opportunities to build networks with employers in their field of interest*
- 100%** *agreed the initiative helped to increase their skills competencies*
- 100%** *agreed that during their WIL placement that they felt valued and included*

# IntegratelT

IntegratelT 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. The program successfully sunset on March 31, 2025.

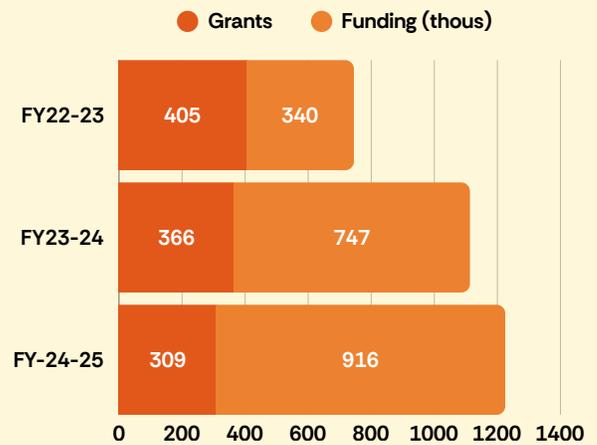
### This program provided eligible businesses with:

- 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, 2025, IntegratelT received a total number of 1,636 submissions, 1080 were awarded and 859 businesses received grant funding.

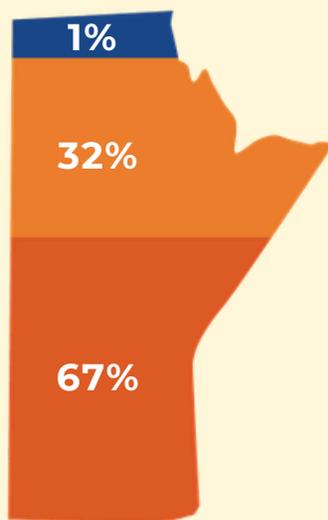
A total of 907 businesses received eCommerce advisory support, of these businesses 476 received an e-Commerce or Digital Marketing strategy.

## IntegratelT Grants Summary



### Applicants by Region

- North
- Rural
- Winnipeg



Funding Analysis	% Projects Completed	% Funding Breakdown
eCommerce	49	59
SEO	16	15
Advertising	13	10
Digital Marketing	11	8
Back-Office	6	4
CRM	5	4

# IntegratelT

IntegratelT provided 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.

In combining career experience with professional development training, TMC was able to inspire the next generation of professionals to become confident, innovative, and future-ready leaders. IntegratelT sunset **March 31, 2025**.

## eCA Participant Summary

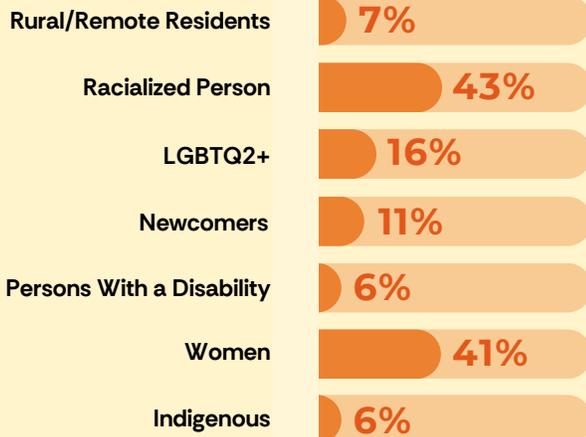


53% recent graduates  
47% enrolled students

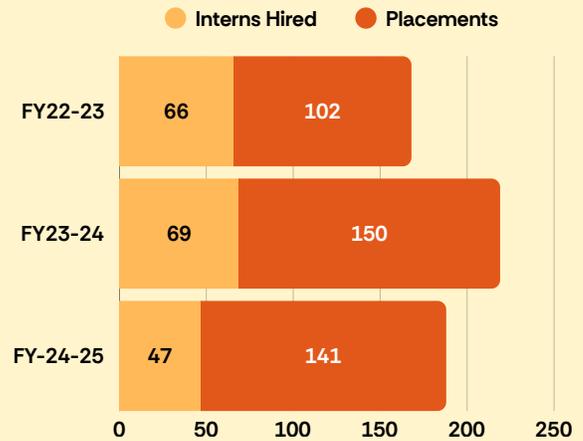
This has been a great opportunity for me to learn and apply essential skills toward my professional career.

– *Kehinde Zibiri*

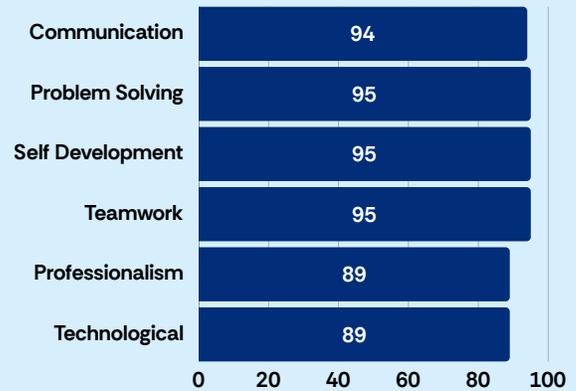
## Equity, Diversity, Inclusion Stats



## IntegratelT Hiring Summary



## Participants Agreed that Skills Development Improved



# Success Stories

***Luke, a youth who identifies as male, moved from another province to Winnipeg to be with his partner, only to find it challenging to navigate life in a new city and secure stable employment. Despite the hurdles, he was accepted into the Momentum Now! program, where he quickly found a sense of community among his peers and TMC staff.***

Luke shared the profound difficulties he faced growing up as a child in care, as well as the added challenges of being a member of the LGBTQ2S+ community without the support of his family. Despite these barriers, he demonstrated a strong work ethic and a deep commitment to the program from the beginning. He allowed himself to embrace his inner child, finding joy in the learning process and creating meaningful connections along the way.

Luke set his sights on entering the childcare field and took full advantage of the opportunities offered. He completed his work experience placement at a Busy Bee Day Care Centre while also pursuing his Child Care Assistant certification through Assiniboine College. For many, the transition from securing a job to adapting to a new role can be challenging, with numerous barriers along the way. However, Luke embraced the challenge head on. With the support of TMC and the program's curriculum, he was offered full-time employment at the childcare center during his mid-performance review. Not only did Luke secure a full-time role in his chosen field, but he also set his sights higher planning to pursue his Early Childhood Education (ECE) Level 1 certification. He spoke with gratitude about the experience he had during the program, particularly about his newfound understanding of other cultures and the opportunity to attend his first sweat lodge ceremony.



**Luke**  
Momentum Now! 24 Graduate

## Success Stories



### **Brooklyn**

*Momentum Now! 25 Graduate*

***Brooklynn, an Indigenous youth who identifies as female is a member of the LGBTQ2S+ community and is in the process of transitioning applied to the Momentum Now! program while feeling lost in what direction she wanted her life to take. Brooklynn felt very apprehensive about how she would be accepted by her peers but soon overcame that barrier with strong group guidelines and team building activities.***

Brooklynn overcame multiple barriers throughout the program, including finding a safe and secure apartment with staff providing support by helping with basic home necessities. Brooklynn also went through a period of depression and anxiety after a long-term relationship abruptly ended. She was devastated by this action, and it affected her mental health. She was feeling anxious about the realities of how difficult it can be for a transitioning woman to find a healthy and safe relationship. After finding comfort and reassurance from her peers and staff, she showed resiliency and decided to move her life forward in being open to a new relationship in the future.

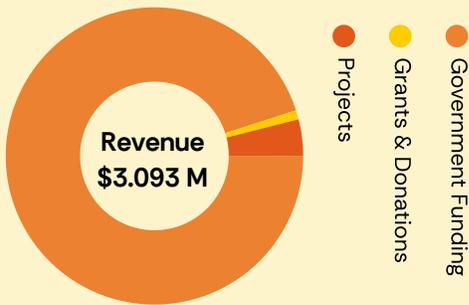
Brooklynn originally showed interest in finding a full-time retail position, but after introspection, reflection and guidance from TMC staff and participants, she decided to enter the pharmacological field and was employed by Brother's Pharmacy as a Pharmacy Assistant. She received support, guidance and encouragement from both TMC and Brother's Pharmacy staff, and she now has a desire to become a pharmacist. Upon graduating, she was offered a wage increase (how much?) and full benefits package through her full-time employment at Brother's Pharmacy. Brooklynn often shares how she is grateful for learning communication skills and how she has implemented the strong beginnings and endings into her daily life, and how this has been essential in her career development.

# Financials

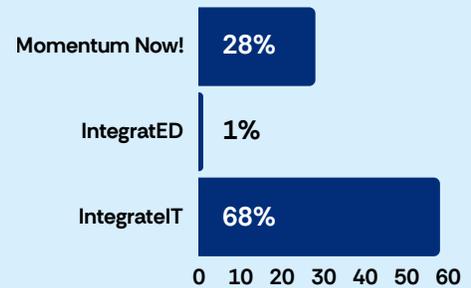
Financial sustainability is not just about numbers—it's about creating meaningful change. The majority of funding is invested directly into the community, supporting participants, strengthening businesses, and contributing to local economic development.

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.

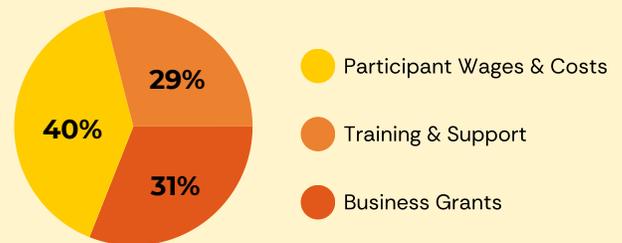
## Revenue & Expense Summary



## Total Funding & Grants by Program



## Program Support & Costs Analysis



## 3-Year Financial Analysis (millions)



## Funders

- Government of Canada, Innovation, Science, and Economic Development
- Government of Manitoba, Business, Mining, Trade and Job Creation
- Government of Canada, Youth, Employment and Skills Strategy
- Mariam Assefa Fund of World Education Services Inc.
- Food and Beverage Manitoba
- Toronto Metropolitan University, Diversity Institute

## Grantors

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

## In-kind Contributions

Momentum Now! Cooperating Workplaces, Ghost Garbage, Assiniboine Park Conservancy supported by Johnston Group

## Digital Marketing Team

## IntegrateIT e-Commerce Advisors & Manitoba Business Grantees

## IntegrateED WIL Students & Food and Beverage Sector Businesses

## Partners

- University of Manitoba
- AstroLab Synergies – for bringing this vision to life.



University  
of Manitoba

# Thank You

*We deeply appreciate the difference you make for our participants.*

# Leadership

*Momentum Makers, Meet the Team:*



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.*

# Reflection

Like the natural ebbs and flows of life, this year saw the life of our organization experience its own cycle of beginnings and endings as special initiatives like (IntegrateIT, IntegrateED) were sunsetting while other projects (Digital Marketing Strategy) gained momentum.

TMC alumni represented at the Inaugural Miss Indigenous Canada, held in Six Nations of the Grand River Territory, in Ontario. Partnership development in BC continued with fellow CDAP intermediary Alacrity and ongoing capacity strengthening initiatives were made possible by World Education Services Mariam Assefa Fund, who also connected us with fundraising coaching professionals.

A research project on Understanding and Addressing Challenges in Work-Integrated Learning: A Comparative Study of Domestic and International Students, in partnership with Toronto Metropolitan University's Diversity Institute was finalized. TMC introduced a group interview format to our Participant Intake Process, with great success. 85% of Momentum Now! graduates are employed in their fields of interest.

Developing an ecosystem of intentional partners on a national scale, we're building long-term relationships, amplifying our mission and vision, and widening our impact, transforming change into opportunity and resilience in motion. **We're REDI.**



# Moving Lives Forward

Visit [momentumcentre.ca](https://momentumcentre.ca) for more information



## 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)

### Strengthen our Community.

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

### Give Hope, Create Change.

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

### Your Journey Starts Here!

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





Resilience and Opportunity in Motion

[www.momentumcentre.ca](http://www.momentumcentre.ca)

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