

2023/24

ANNUAL REPORT



The King's Trust
Canada

A MESSAGE FROM OUR CEO AND BOARD CHAIR

Last year ushered in a period of remarkable transformation for The King's Trust Canada and those we serve nationwide. In honour of the accession of our founder, His Majesty King Charles III, Prince's Trust Canada was officially renamed as The King's Trust Canada. Alongside this historic milestone came an intense new focus inspired by His Majesty's vision — to provide transformative change for youth across the Commonwealth.



F. Mark M. Fell
Board Chair

The need is great. Generation after generation, youth unemployment has been a persistent challenge that has threatened the potential of young people and our nation — a silent crisis with tremendous long-term social and economic consequences.

At The King's Trust Canada, we aspire to solve this crisis. Building on our track record of delivering innovative, accessible programming for young people, including the initiatives you will read about in this report, we are entering a new era of impact with the launch of a ground-breaking, first-of-its-kind youth employability strategy.

Kickstarted by a transformational gift from our Chair Emerita, The Honourable Hilary M. Weston, CM, CVO, OOnt — the largest donation ever received by The King's Trust

Canada — our new strategy is already delivering free, best-in-class youth employment programs.

In the coming year you will hear more about **360: A Youth Employment Program and the Skills Academy**. Together, they will open doors to opportunity for barriered youth, close the skills gap faced by employers, and bolster Canada's sustainable future.

We can't wait to share a detailed look at the full first year of our new strategy in next year's report. For now, we are proud to share a look back at another impactful year for The King's Trust Canada and the youth and Veterans we served in 2023/24. To every donor, partner, supporter, and volunteer who made this work possible: thank you.



Farah Mohamed
CEO

We are incredibly grateful to The King's Trust Canada's Board of Directors for their service, leadership, and generosity as dedicated donors.

F. Mark Fell, Chair

Ian Aitken

Laurel C. Broten

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The Honourable Elizabeth Dowdeswell

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Malik Talib

Cynthia (Cindy) Caron Thorburn

Janine Windolph

The Honourable Hilary M. Weston,
CM, CVO, OOnt, Chair Emerita

A MESSAGE FROM OUR GLOBAL CHAIR

The King's Trust Group (formerly The Prince's Trust Group) is a global network of support for young people, established by His Majesty King Charles III, our Royal Founding President.



Alison Brittain
CBE
Chair,
The King's Trust
Group Company

Our mission is to work for young people by empowering them to build the skills for a brighter future. We are active in over 20 countries, including Canada. The King's Trust Group has so far supported over 1.3 million young people into further education, training, and work.

As The King's Trust Canada recalibrates its efforts to focus exclusively on youth employability, His Majesty The King's bold vision is a powerful force of guidance and motivation. As it moves forward into a new era of impact, The King's Trust Canada remains a strong and vibrant member of our global community.

Our new name reinvigorates our collective mission to help young people to build their skills and confidence in order to secure meaningful jobs, set up their own enterprises and enable them to build brighter futures. In 2025, we will celebrate the 10th anniversary of our international work; and in 2026,

we will celebrate the 50th anniversary of our foundation in the UK in 1976.

We remain deeply grateful to our Global Founding Patron, His Highness the Aga Khan, and to our Global Founding Corporate Partner, HSBC, for their unwavering support.

As always, we offer our heartfelt thanks to His Majesty The King for his enduring leadership and belief in the power and potential of youth.

A handwritten signature in black ink that reads "Alison Brittain". The signature is written in a cursive style and is positioned above a decorative graphic of vertical yellow lines of varying heights.

“For young people, the problem was not merely the lack of opportunity represented by joblessness, but the feeling that they were being left behind. It was clear to me that we should do something to try to make a difference.”

—His Majesty King Charles III, May 2023

THE KING'S TRUST CANADA

Launched in Canada in 2011 by His Majesty King Charles III, The King's Trust Canada joined The King's Trust Group in 2018. We are part of a global network of charities committed to working for young people, by empowering them to build the skills for a brighter future. The worldwide King's Trust network is deeply established in the communities it serves, driving a long-lasting impact that has stood the test of time.

With the United Nations Sustainable Development Goals (SDGs) as our guide, and the vision of His Majesty The King as our inspiration, we invest in young people across Canada to help prepare them for and contribute to a better future.

Together with our growing community of partners, we continue to work to create social, economic, and environmental resilience through our youth employment programs.

LAND ACKNOWLEDGEMENT

The King's Trust Canada's head office is located on the traditional territory of the Haudenosaunee Confederacy, the Wendat First Nation, and the Mississaugas of the Credit First Nation, who are part of the Anishinaabe Nation. We are committed to acting in support of the recommendations outlined by the Truth and Reconciliation Commission, and in support of the healing and reconciliation so necessary for our country to become stronger and more inclusive for future generations.

IMPACT IN 2023/24: BREAKING DOWN BARRIERS TO EMPLOYMENT FOR YOUNG PEOPLE

In 2023/24, the addition of new team members to our youth programming team set the stage for significant future growth of initiatives that strive to help young people build the skills, knowledge, and experience they need to secure jobs and establish meaningful careers.



Supporting young people to get work-ready

To address the skills gap impacting young people and employers alike, we offered 45 programs throughout the year to help young people build the job readiness and transferable skills they need to succeed in today's labour market. These programs focused on key skills like job search strategies, resume and cover letter writing, interview preparation, conflict resolution, effective communications, personal branding, stress management, and more.

Opening doors to career exploration

Young people need to know what careers are available to them before they can find a path best suited to their unique skills and interests. To address this gap, we offered 12 engaging career panels throughout the year featuring industry experts and professionals representing a wide range of sectors, from technology to sustainable tourism, carpentry to entrepreneurship and beyond. These panels allowed youth to get a close-up look into specific areas of work, find out what "a day in the life" looks like for different types of jobs, hear personal insights and lessons learned directly from sector leaders, and learn about how to further explore specific career paths.



Empowering young women to lead the future of tech

2022 brought the launch of The King's Trust Canada's Young Women in Tech program series sponsored by KPMG, which aims to empower young women with the digital skills they need to confidently lead us into the future of tech.

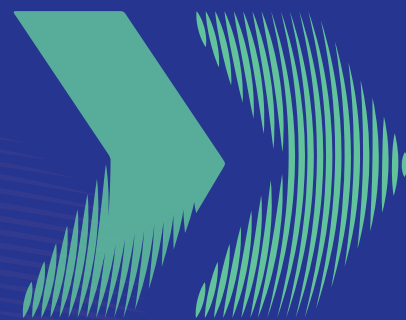
In our current iteration of the program series, we delivered programs spotlighting specific careers and skills in computer science, digital marketing, artificial intelligence, and search engine marketing. As part of this series, we worked with industry experts as well as KPMG volunteers, who shared their career experiences, insights, and knowledge. We are thrilled that more are signing up to volunteer for future programs.

“ Love the work you are doing and the bright minds that are attracted to your platform. Keep up the great work you do for women in tech! ”

—KPMG volunteer who participated in our Young Women in Tech program

Youth networking event brings young people together to build skills and make connections

Networking is a necessary skill in today's job market, so in March 2024, we brought together 100 young people from varied backgrounds to learn about the power of networks. The event featured interactive activity stations designed to help young people build confidence and practice their networking skills in an accessible, fun, and welcoming environment.



“ It was an enriching day filled with insightful discussions, interactive games, and engaging activities, all aimed at empowering Toronto's youth to better navigate their careers and lives. This event was skillfully organized by [The King's Trust Canada], a beacon of support and inspiration. ”

—Satvik Sinha, a networking participant

IMPACT IN 2023/24: THE POWER OF PARTNERSHIPS



We believe true change is only possible when we work together to make a difference. In 2023/24, we were proud to collaborate with a diverse group of partners — including those featured here.

Discover+: Connecting barriered youth with well-paying jobs

We're not just preparing young people for jobs; we're helping them land jobs too. Through our Discover+ program, we worked with employer partners — including Marriott Hotels of Canada, the Toronto Zoo, and the CN Tower — to help young people learn about different career paths and secure an entry level role.

Over the course of several days, each employer partner offered engaging behind-the-scenes access to their workplace, teams, and facilities. Meanwhile, participants received direct support from The King's Trust Canada team and community-based partners like JVS Toronto to develop specific skills, complete job applications, and prepare for guaranteed interviews with employer partners. We are thrilled to share that more than half of all young people who participated in our Discover+ programs were hired by employer partners in 2023/24!



Working with the 30 Birds Foundation to empower young women refugees from Afghanistan

In 2023, we partnered with the 30 Birds Foundation — a grassroots charity dedicated to safeguarding the future of a group of 450 Afghan refugees, predominantly schoolgirls, who were evacuated in the wake of the Taliban takeover — to deliver three virtual workshops focused on career support and guidance, reaching over 50 young people. With a shared goal to help these young women thrive in their new lives, we will continue supporting the 30 Birds Foundation in the months ahead as it establishes an online platform to help those they serve stay connected and access the resources they need to take their next steps toward employment and long-term stability.

“ Thank you for giving me the opportunity to participate in this rich program filled with good vibes. It was both a learning, sharing, and integration opportunity for me, having newly settled in Canada. ”

—Newcomer youth who participated in the Discover+ program hosted by Marriott Ottawa



Marriott Hotels of Canada



Toronto Zoo



JVS Toronto

Working with the Mi'kmaw Native Friendship Centre to break down barriers to work readiness for urban Indigenous people

The Mi'kmaw Native Friendship Centre is a non-profit organization with a mission to provide structured, social-based programming for urban Indigenous people in Canada. Last year, our team delivered two work-readiness workshops for residents living in one of their newest housing developments in Halifax, with a focus on job search strategies, resumes, and cover letters. Participants engaged enthusiastically with the workshops, asking a variety of questions and expressing eagerness to implement the strategies they learned.



Delivering job search strategy workshops with Onyx Initiative

A new partner of The King's Trust Canada, the Onyx Initiative is a catalyst for the professional growth and development of young Black Canadians. In 2023, the organization began sharing information about our programs with their network of young participants and recently invited our team to deliver monthly job search strategy workshops through their online platform. We also delivered a mental well-being and stress management workshop specific to scholars still in college or university or those who have recently graduated, reaching almost 50 young people. We look forward to continuing to work with Onyx to deliver more programs and workshops for their highly engaged community of young people in the months and years ahead.

Engaging young people in partnership with the Ismaili Council of Canada

In the fall of 2023, The King's Trust Canada was proud to partner with the Ismaili Council of Canada on two major events. In September, our two organizations co-hosted "Global Ismaili Civic Day: Take Action for a Sustainable Future." Taking place simultaneously in Toronto, Ontario and Burnaby, British Columbia, this unique event featured a morning of education and discussion featuring Jonathan Arnold, Director of Clean Growth at the Canadian Climate Institute; Bo Aganaba, Founder and Principal at Good Being Co.; and Bodhi Patil, an ocean-climate solutionist. In the afternoon, participants engaged in environmental stewardship activities in both cities.

In November, we organized a special career-focused panel session at the Council's Illume Visual Arts and Film Festival. Called "Break into the Arts", the panel session — which was attended by almost 100 young festival goers — featured a diverse panel of leading industry experts who shared their personal pathways to success, insights, and guidance for the next generation of artists. The panelists included Patrick Rogers, CEO of Music Canada; Marguerite Pigott, Film Commissioner & Director of Entertainment Industries for the City of Toronto; and Menon Dwarka, Senior Vice President of Arts Consulting Group.





Delivering skills workshops with Say Somaali

In early 2024, we launched a new partnership with Say Somaali, a Black youth-led organization in Toronto that aims to increase the number of successful and self-fulfilled Somali youth. We have already delivered one workshop for 40 Somali youth and a community working session with 15 young professionals. We look forward to continuing to work with Say Somaali to deliver workshops and support their roll-out of new programming for the young people they serve in the months ahead.



IMPACT IN 2023/24: HELPING VETERANS THRIVE

In 2023/24, we continued to offer a wide range of support and resources to help former military members transition into civilian life, find their new identity, and discover new opportunities to serve.

Our program offerings included workshops that help Veterans explore the possibilities of entrepreneurship, boot camps delivered in partnership with academic institutions, meaningful mentorship opportunities, and more.

With The King's Trust Canada now focusing exclusively on tackling the youth employment crisis, our programming for Veterans came to an end at the close of the 2023/24 fiscal year. We have and will continue to successfully transition Veterans to other organizations who are able to serve them.

We are honoured to have served Canada's Veteran community and celebrate the success of the program. We extend our heartfelt gratitude to all our program participants, partners, donors, mentors, and Entrepreneurs-in-Residence who contributed to the incredible success of our Veteran programming.



OVER A DECADE OF IMPACT



712

Business Boot Camp
graduates



832

Businesses listed
on BuyVeteran



6,000+

Veterans
supported

THANK YOU TO OUR COMMUNITY OF SUPPORTERS

Our work simply would not be possible without the generous support of our ever-growing community of donors, partners, volunteers, and collaborators. Together, we are igniting bold and transformative change for young people and breaking down barriers to a future of unlimited potential.

Founding Patron & Chair Emerita

The Honourable Hilary M. Weston, CM,
CVO, OOnt

Global Patron and Global Partner

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Cynthia (Cindy) Caron & Craig Thorburn

WE ARE DEEPLY GRATEFUL

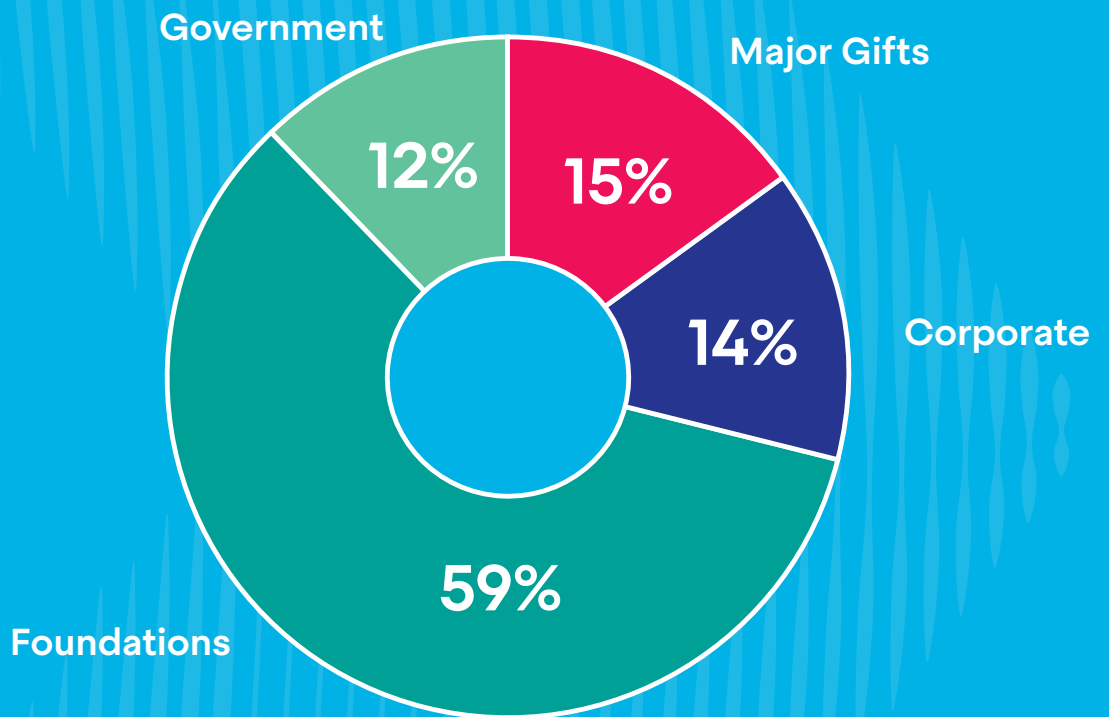
“ Thank you is a small word
to show my gratitude. ”

—Young person who participated in
The King's Trust Canada's programming in 2023



FINANCIAL SNAPSHOT

Our work is made possible through multiple sources of funding, including corporations, foundations, government support, and individual philanthropists.



Total revenues from April 1, 2023 to March 31, 2024 was \$3,806,793. For further information on our financial statements, contact info@kingstrust.ca.

A LOOK AHEAD

2023/24 was a year of courageous change and growth for The King's Trust Canada — a year that has set the stage for a future of transformative impact for youth employment in Canada.

In the year ahead, we will begin delivering and scaling our innovative, first-of-its-kind new strategy to supercharge youth employability for barriered youth. We look forward to continuing to realize the full potential of our existing partnerships, building new ones, and working together with people and communities nationwide to break down barriers to a brighter, bolder future — for young people and for Canada alike.





SUPPORT US

Support the work of our national charity.
Donate online by scanning the QR code.



PARTNER WITH US

Join our network of partners to advance employment opportunities, engage your employees, and invest in youth in Canada.

VOLUNTEER WITH US

Make a lasting impact by working directly with young people as a mentor or community partner.

For more ways to get involved, email us at info@kingstrust.ca.

PARTICIPATE IN OUR PROGRAMS

Get involved with our free youth employment programs to explore new career paths, gain essential professional skills, and secure jobs with leading employers.

Learn more at kingstrust.ca.

FOLLOW US

Stay current with our latest news and programs on Facebook and X @KingsTrustCA, on Instagram and TikTok @KingsTrustCanada and on LinkedIn @The King's Trust Canada.

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