



# RE\*GENERATION

## Partner for Change: UnLock Job Opportunities for Youth

### Call for Expressions of Interest to be a Virgin Mobile RE\*Generation Partner

Does your organization help at-risk or homeless youth find and keep jobs? Do you accomplish this by providing youth with the skills and experience employers are looking for as well as the support and connections to available job opportunities?

Virgin Mobile RE\*Generation is looking to identify and invest in innovative and entrepreneurial youth employment initiatives so as many youth as possible have a meaningful income and a long-term career pathway. Your organization will use our investment to strengthen or scale up your current youth employment initiative.

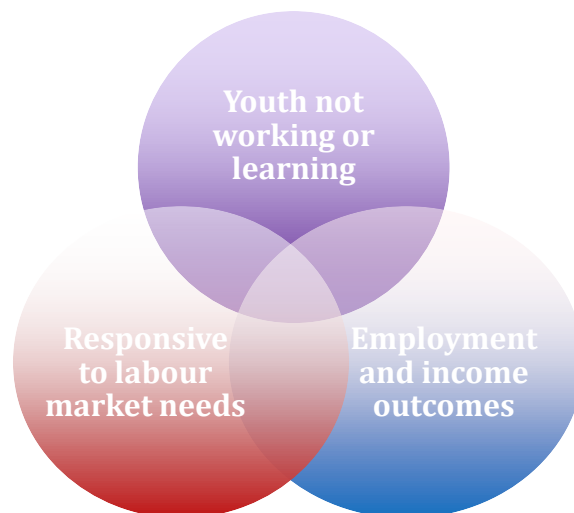
Open to charities, non-profits, and social enterprises operating in Canada.

**Deadline is July 12, 2016**

**Complete the online Expression of Interest by clicking here:**

[Expression of Interest Online Form](#)

Questions? Email [regeneration@virginmobile.ca](mailto:regeneration@virginmobile.ca)



## **What to do**

Complete the online expression of interest form [here](#) by **July 12, 2016** to tell us about your organization and how you help youth who face barriers to employment.

All organizations will be contacted by August to let you know if we are able to request a detailed funding proposal from your organization.

## **Partner criteria** (all of the criteria below must be met)

1. A charity, non-profit or social enterprise operating in Canada.
2. You are currently training, and/or employing, and/or otherwise helping youth who are not currently in school or working and primarily between the ages of 18 – 25.
3. The youth you help to find employment are at-risk because of least one or more of the following factors:
  - Poverty
  - Homelessness, living in a shelter, or social housing
  - Belonging to a group of people that faces systemic bias and discrimination including (but not limited to):
    - Indigenous
    - Newcomers
    - LBTTQ2
    - Living with a disability
    - Criminal background (past incarceration or other involvement with criminal justice system)
  - Racialization
  - Mental health challenges
  - Substance addiction/misuse
  - Emerging from child protection or welfare services (care, foster care, youth group homes)
4. How you help youth find employment must fall within at least one of the following approaches:
  - Provide skills training and supports for youth to qualify as candidates for available jobs.
  - Employ youth facing barriers as part of an employment-driven, revenue-generating social enterprise.

- Support youth to become entrepreneurs / self-employed by providing skills and knowledge and other supports to start and grow a viable business.
  - Connect youth with employment using an innovative model or approach that addresses barriers or gaps in current labour market systems and practices
5. Your initiative tracks and achieves a measurable change in the employment and income status of youth. Over the long term, there is progression in terms of job retention, income, and career laddering, as well as positive changes in housing, health and other indicators of well-being and prosperity.

### **Investment Criteria**

In addition to the partner criteria above that considers *how* youth are helped to find and keep jobs, we will also look for opportunities for a RE\*Generation investment to provide:

1. Social return on investment in terms of the youth helped to overcome barriers to employment, find and keep jobs, and live a life of well-being and prosperity.
2. A catalytic effect in terms of enabling your organization to deliver impact at scale or strengthen or transform the way your organization helps youth find employment.
3. Sustainability of the catalytic effect – changes (i.e. strengthening, scaling, transformation) will be maintained over the long-term.

### **How can Virgin Mobile RE\*Generation investment funding be used?**

Possible uses by your organization of a RE\*Generation investment may include the following:

- Strengthening or growing a job skills training curriculum and programming (i.e. vocational job skills for a particular industry or type of job; professional / soft skills training such as teamwork, conflict resolution, problem solving, customer service).
- Expanding or enhancing an employment-driven social enterprise that provides hands-on paid employment experience for youth in a full service revenue generating business.

- Development and strengthening of employer and industry partnerships and connections that results in:
  - increased sourcing of qualified candidates for available jobs by employers from your initiative ; and/or
  - increased job matching and/or placements; and/or
  - improved support to youth and employers during the hiring and on-boarding to a job.
- Increasing or strengthening support for youth to overcome possible barriers and challenges to participating in your employment initiative (case management, counseling, stipends/subsidies for transportation, food, special clothing/equipment, counseling, services and supports referrals).
- Growing or strengthening an innovative model or approach that helps youth connect to employment by addressing barriers or gaps in current labour market systems and practices.

**Critical success factors – what will set you apart from others:**

Initiatives that demonstrate the following will be a priority for consideration:

- 👉 Demand-driven and responsive to labour market and employer needs.
- 👉 Collaborative and partnership-oriented to ensure your initiative is as effective as possible helping youth find and keep jobs.
- 👉 Asset lens used to identify and build on the strengths and potential of the youth.

**About Virgin Mobile RE\*Generation**

In 2008, Virgin Mobile RE\*Generation was created as a partnership of Virgin Unite (Canada) and Virgin Mobile Canada to support at-risk and homeless youth. This charitable initiative gives Virgin Mobile Members and Canadians a chance to help at-risk and homeless youth gain skills to get jobs. Starting in 2015, we set the goal of helping 500 youth get jobs by 2017 – and that’s just the start.

Learn more at [www.virginmobile.ca/regen](http://www.virginmobile.ca/regen)

## **Questions? How to get in touch**

Send an email to [regeneration@virginmobile.ca](mailto:regeneration@virginmobile.ca) if you have any questions about this call for expressions of interest, the criteria, or completing the online form.

Only expressions of interest completed using the online form [here](#) by **July 12, 2016** will be considered. Do not send any proposals or supplemental information by email.

## **Resources**

Learn more about how youth can be helped to find and keep jobs through the following resources:

[Engaging Employers to Get Jobs: Virgin Mobile RE\\*Generation's Investment Focus](#)

[“Working Together” by Deloitte and Social Capital Partners](#)

[Better Work: The Path to Good Jobs is Through Employers - Metcalf Foundation, 2014](#)

## **FAQ's**

### **Who is eligible?**

Organizations that are a charity, non-profit, or social enterprise operating in Canada.

### **How can we apply?**

Complete the online expression of interest form [here](#) by **July 12, 2016** to tell us about your organization and how you help youth find and keep jobs.

### **When will we know if we're being considered for investment?**

We will contact everyone who has completed the online Expression of Interest form by August 2016 to let you know if we are able to request a detailed funding proposal from your organization.

### **How will decisions be made?**

The information you provide in the expressions of interest will be assessed in terms of fit with our criteria as detailed above (see Partner Criteria and Investment Criteria)

**How do we provide additional information?**

To be considered please provide the information requested in the online expressions of interest form [here](#) by **July 12, 2016**. If there is a fit with criteria we will contact you by email to ask for additional information.

**How much funding is available and over what time period?**

Funding for each partner selected is expected to be in the range of \$20,000 - \$75,000 for up to one year, with an option of a second year of funding depending on the results of the first and availability of funds.

**Who can we contact for any questions?**

Please send an email with your question to [regeneration@virginmobile.ca](mailto:regeneration@virginmobile.ca)

**What do you mean by youth?**

For Virgin Mobile RE\*Generation, we are looking to have our funds used to help youth who are not currently in school or working and primarily between the ages of 18 – 25; as well the youth are at-risk because of at least one or more of the following factors:

- Poverty
- Homelessness, living in a shelter, or social housing
- Belonging to a group that faces systemic bias and discrimination including (but not limited to):
  - Indigenous
  - Newcomers
  - LBTTQ2
  - Living with a disability
  - Criminal background (past incarceration or other involvement with criminal justice system)
- Racialization
- Mental health challenges
- Substance addiction / misuse
- Emerging from child protection or welfare services (care, foster care, youth group homes)

**What kind of “social enterprises” are eligible for RE\*Generation funding?**

Eligible social enterprises are revenue generating businesses that sell a product or service to customers and:

- create employment and training opportunities for youth facing barriers to employment; and
- have a defined social, cultural, community economic, and/or environmental outcome; and
- re-invest profits and assets into the social enterprise or the non-profit / charity operating the social enterprise.

## **Preparing to complete the online form: what you need to tell us**

The expression of interest asks just the information we need to identify eligible initiatives in terms of partner and investment criteria. It is not a full funding proposal.

You will be able to complete the expression of interest in less than 15 minutes if you have the information at hand. Most of the questions are close-ended so you choose the option that applies to your initiative. Below is information you will need to complete the online expression of interest form. If you have a question send an email to [regeneration@virginmobile.ca](mailto:regeneration@virginmobile.ca) )

- ✓ How to find and contact your organization (official organization name, address, phone number, email, website)
- ✓ Who the primary contact is (name, title, email, phone number) about a potential investment by Virgin Mobile RE\*Generation
- ✓ What type of organization you are: charity, non-profit or social enterprise
- ✓ Who the youth are that your organization helps to find employment (ages and the barriers they face to employment)
- ✓ How your organization helps youth find employment, including how and what the youth are provided with in terms of training and support.
- ✓ How many youth you helped and how many youth found employment in 2015. How many you expect to help in 2016.
- ✓ What have you identified at that your initiative can do more of, differently or better to help as many youth as possible find and keep jobs. **This is an open-ended question that will need to be explained in less than 200 words. We suggest you draft this before completing the online form.**

**Thank you for your interest in partnering with Virgin Mobile  
RE\*Generation.**

**Please share this opportunity with others who might be  
interested!**