

Working with Purpose

Your Stewardship Council Annual Report



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Message from the outgoing chair:

I have had the honour of working with amazing people over the last four years on the Stewardship Council all because I took a chance. When Ian Martin acquired Sterling in October 2018, I was presented with an opportunity to sit on the Stewardship Council as a Sterling Rep. When I was first introduced to the Council, I was petrified. New company. New faces. New processes. I did not know about the Teal operating system, B Corp, or Stewardship. But none of this mattered. The Council welcomed me with open arms. The most rewarding part of being on the Council was having an active voice and impact on the decisions being made on how we give back to our communities, clients, contractors, and the environment.

What has made the Council so successful year over year (especially throughout the pandemic) was the passion people possessed for breaking down barriers to meaningful work, for doing good and for giving back. Using Benevity to track volunteer hours, individual donations, company matching, and B Corp day events was just the beginning. The countless hours our Council spent reviewing the Meaningful Work Fund (MWF) applicants, screening candidates for the Meaningful Volunteer Program (MVP), and coming together monthly to brainstorm volunteer ideas was FUN, UPLIFTING, and REJUVENATING.

Thank you to all past and present Stewardship Council members for your mentorship and friendship. To the FY23 Stewardship Council, I look forward to seeing you not only "Doing Good" but "Doing GREAT" for our world.

A handwritten signature in black ink, appearing to read "Diem Baldry".

Diem Baldry

Chair of the Council, FY21 and FY22



Message from the incoming co-chair:

When we were sent home in March 2020, we knew Stewardship would require a quick pivot to continue our initiatives. Now, as we wrap up FY2022, breaking our record for annual donations and a new optimism, the year ahead is shining brightly and is encouraging your Council to be ever better, and more impactful.

Since 2012, we have stewarded funds, time, and energy to make a difference. While most people seem to believe that companies must choose between generating revenue, and making positive impacts with charities and their communities, we have proven that wrong. They can co-exist. We have created a world where being profitable and being impactful are both possible. We have been working hard to spread the word of stewardship, growing our partner base, and adding new programs that break down barriers to finding meaningful work.

I would like to extend a warm welcome to those who are joining us for 2023. Opportunities don't just happen, we create them. Philanthropic work not only opens doors corporately - it is important to remember we're not only changing people's lives, but in turn, they are changing our own.

A handwritten signature in purple ink, appearing to read 'S. Weston', with a long horizontal flourish extending to the right.

Sydney Weston

Co-chair of the Council, FY23



Message from the incoming co-chair:

Stewardship is what sets this company apart. It is what drew me here in the first place. We are the place that takes the extra mile in giving back, in being better and in doing better! Being a part of our Stewardship Council—first as the internal communications coordinator, then as the incoming chair—I get to see firsthand all the passion and pride that fuels this company, our communities (on a global scale!), and the people who work here. We are full of talented, passionate, and compassionate people who make me proud to work alongside!

We have seen our ups and downs—through navigating the changes and tumultuous terrain of COVID, to having our most prosperous year, and the hype of being able to do in-person events again! We have come through stronger, and I cannot wait to see how we continue to grow and flourish!

A handwritten signature in black ink, appearing to read 'K. DeGraaf', with a stylized flourish at the end.

Kelsey DeGraaf

Co-chair of the Council, FY23

A Decade of Stewardship

Practicing “*stewardship*” means taking our intrinsic talents, resources, and opportunities – our gifts – and using them to create benefits we can share with others.

For a decade now, the Ian Martin Group’s Stewardship Council has worked steadily to encourage and foster that giving.

What began in 2012 as a vision, now has ten years of experience, and ten years of impact.

We have:

- Granted \$498,800 in funds to 31 charities
- Provided more than \$103,000 in KIVA loans to 13,182 entrepreneurs in 84 countries
- Donated \$136,330 to 419 charities
- Helped dozens of new immigrants succeed in Canada’s labour market
- Launched our Contractor Volunteer Program in 2017 that has sent four contractors on life-changing trips
- Volunteered more than 4,000 hours in our communities



First annual B Corp Volunteering Day, 2015



The greatest good you can do
for another is not just to share
your riches but to reveal to
them their own.

- Benjamin Disraeli





Preparing meals for Kerr Street Mission, 2016



Autism Speaks Gala with Toronto Mayor John Tory, 2018



Sorting food for the foodbank, 2017



Samarthanam Trust for Disabled Youth Walk-a-thon, 2015

In 2012, an enthusiastic group of staff met to dream about what it would take for stewardship to become a commonly held value for the Ian Martin Group. That gathering evolved into the Stewardship Council; a small group of employees who worked tirelessly to put a self-sustaining governance model in place to ensure the Council's ongoing success.

Those pioneering efforts have resulted in ten outstanding years of employee-led giving. Each year, the Council promotes engagement in our staff. Dozens of passionate staff have invested countless hours of their own time to ensure that we are a company that truly gives back to the communities we live and work in.

I have vivid memories of hours spent slogging over our B Corporation certification and the conversations we had around "how can we do better?" These dialogues have led to life giving policies, our work with PAR certification for meaningful Indigenous engagement, and the now standalone entity, our JEDI team.

With the introduction of the Meaningful Work Foundation in 2018, we have seen a more structured, thoughtful, and strategic management of our corporate giving of 10% of our annual profits. There is no question that we are simply a better company because of the work of the Stewardship Council over the last decade.

We are a company that cares. Volunteering and giving, in both time and dollars, are woven into the very fabric of our company.

I wish I could travel back to 2012 and tell that room of dreamers that the vision would not only come to life, but would truly transform who we are.

Congratulations, Ian Martin Group, on the dedication and commitment to stewardship over the last ten years. The coming decade holds so much promise and it's such a joy to know that you will carry the torch for Stewardship forward, together.



FY2022 Stewardship at a Glance



\$235,566

donated from company profits



\$37,691

in employee giving - almost triple from last year



\$14,265

in donations matched by the Ian Martin Group



\$3,575

in Kiva micro-loans to 220 borrowers in 63 countries



645

hours volunteered by employees



196

supported charities around the world



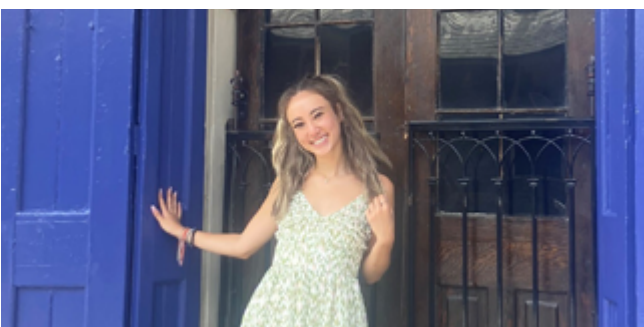
15

grant recipients supported
through the Meaningful Work Foundation



6

immigrants funded to update their certifications to
be eligible to work in Canada



1

contractor sent to Guatemala with our Meaningful Work
Volunteer Program to work with local Indigenous children

B Corp Week Kick-off & Events

Every year, we take a break from business to do good in our communities through meaningful, hard work. It is also a chance for us to honour our status as a Certified B Corporation, and to celebrate our efforts toward making business a force for good in our communities.

After a two-year hiatus due to COVID, we kicked off B Corp Week with some fun games and BBQ at a park in Oakville on June 17th.





The following week, our employees set out volunteering with various community organizations.

We made meals at the Eden Food Bank. We sanded furniture at the Furniture Bank. We weeded Home Suite Hope's community garden. We cleaned at a non-profit café. We gave blood with Canadian Blood Services.

All in all, our B Corp Week contributed an incredible **136 volunteer hours.**

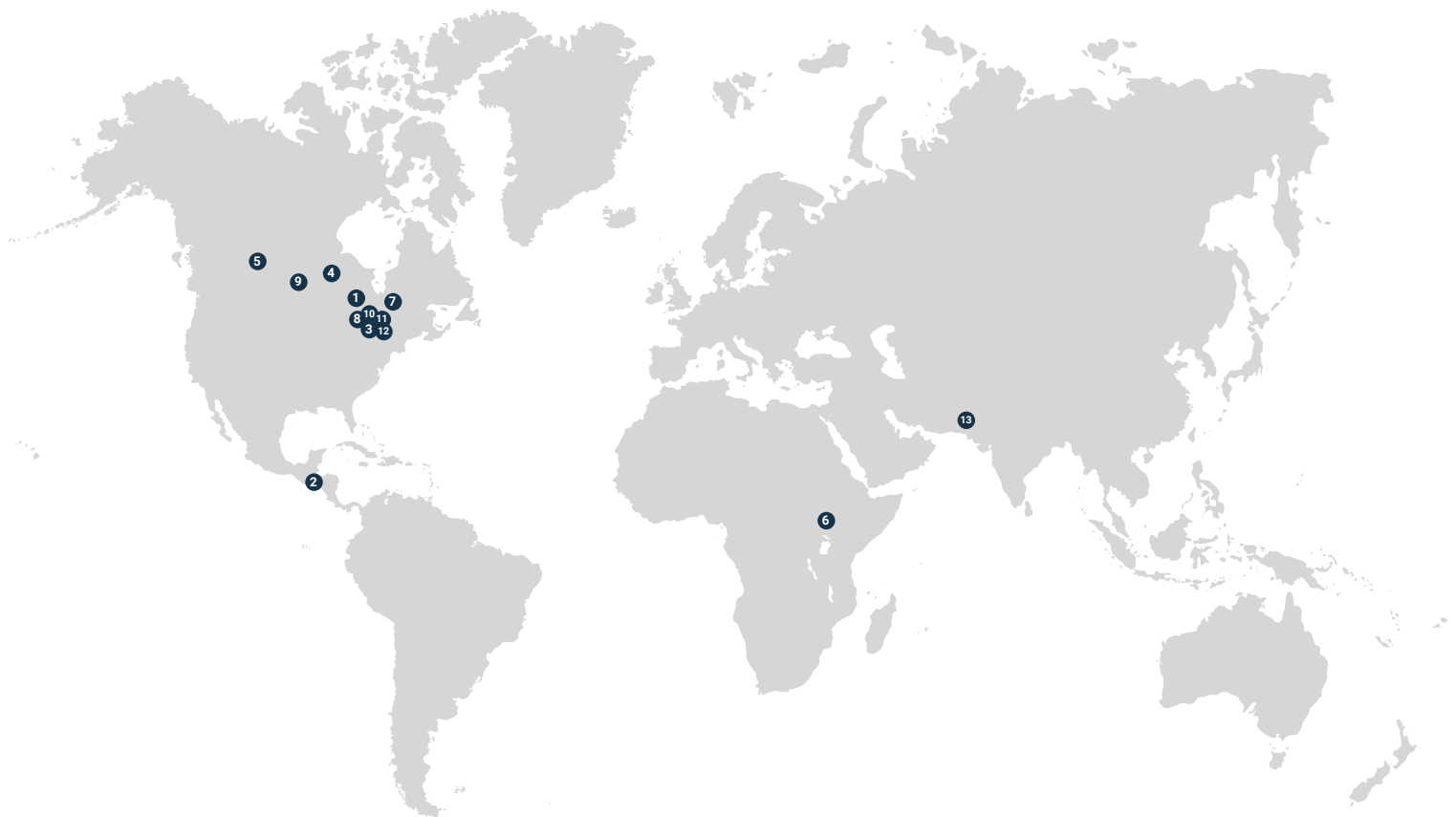


Your 2022 Meaningful Work Foundation Grant Recipients

Every year, the foundation distributes 10% of Ian Martin's annual profits to charitable organizations that break down barriers to employment.

This year, we are giving more than \$205,000 to Canadian charities who are doing great work in Toronto, Sudbury, Guatemala, Calgary, Uganda, Hamilton, Guelph, Regina, Halton, and Pakistan. They are helping single moms, youth at risk, individuals who have been previously incarcerated, Indigenous leaders, adults with cognitive disabilities, Ugandan farmers, Indigenous youth, impoverished Guatemalan women, immigrant and Indigenous women, underprivileged children in Pakistan, and pregnant and parenting youth.

We are establishing meaningful partnerships with all of these charities as we work together to bring meaningful change to people's lives.



Raising the Roof/Chez Toit (1) Our grant to Raising the Roof/Chez Toit will help vulnerable youth in the Sudbury area obtain hands-on training in the trades, and apprenticeships with construction sector employers.



Loving Arms Association (2) With our grant monies, Loving Arms Association will provide employment to Guatemalan women who are impoverished, by training them to make cheese and sell their products locally.

Youth Employment Services (3) With the support of Ian Martin's Meaningful Work Foundation grant, YES will launch their Career Jumpstart Program and provide youth with the opportunity to complete cyber security training, and access cognitive behavioural therapy.

Global Indigenous Development Trust (4) Via their Champions of Change Nation Re-Building Program, the next generation of Indigenous leaders will develop confidence and the tools they need to lead their communities back to enjoying a self-sustaining, thriving, and enterprising economy.

Making Changes Association (5) This grant will allow immigrant and Indigenous women in the Calgary area complete technology training, and obtain gainful employment in IT.

African Community Technical Services (6) With a vision to see communities in rural Uganda thrive through the elimination of water poverty, ACTS will use our grant to assist subsistence farmers and support teams with training, seed-funding, and technical support.



The Bridge: From Prison to Community (7) The Employment Program developed through the Ian Martin Meaningful Work Foundation grant provides work-readiness assessments, job searching skills, resume writing training, and interview preparation training for individuals reintegrating back into the community.

Michael House Pregnancy and Parenting Support Services (8) The funds from our grant will provide shelter and support to pregnant and parenting youth in the Guelph area via their Give Yourself Credit Program.



Munch Café & Catering (9) Located in Regina, Munch Café will use these funds to train participants with cognitive disabilities to be catering assistants and learn new kitchen skills.

Home Suite Hope (10) Our grant will support their Partners in Change Program that helps mothers move towards self-sufficiency.

Centennial College (11) Our grant will provide administrative training to Indigenous students as well as new-Canadian students via the Centennial College/Native Child and Family Services Office Administration Program.

Furniture Bank (12) With this funding, the Furniture Bank will provide a living wage for 20 trainees who identify as Indigenous as they learn how to refurbish and repair furniture in a safe and supportive environment.

The Citizens Foundation of Canada (13) Ten underprivileged children in Pakistan will receive education with the grant monies we provide to the Citizens Foundation of Canada.



Stewardship in India

While COVID has made volunteering and helping in India particularly difficult, our team has remained committed to giving back. This year, we:



- Coached more than 50 students via Vidya Poshak, a NGO that serves mainly students from rural areas obtain education.
- Donated groceries, medicine, and blankets to the less fortunate during Diwali.
- Provided 50 women with mammography tests for Mother's Day.
- Volunteered at Angels Orphanage in Bangalore, and donated funds to help with renovations.
- Sponsored rescue animals, including Bolt the cat and Cashew the dog, to ensure they received proper food, medicine and care to live happy lives.

Meaningful Work in Guatemala by One Ian Martin Contractor

Through our Meaningful Work Volunteer Program, we funded Kyra Lee, a former Ministry of Health contractor, to spend three weeks in Rio Dulce, Guatemala at Casa Guatemala.

As a social worker, Lee will be using her skills and education to help care, educate and heal some of the Mayan Indigenous children who attend Casa Guatemala. Stay tuned for updates about her experience!



Our B Lab Partnership

We are a part of the movement of businesses transforming the global economy to benefit all people, communities, and the planet. We are the only recruitment firm in North America that is a B Corporation.

We provided \$100,000US to B Lab this year, the non-profit that stewards the B Corporation standard and movement. With this money, we are helping to shift our global economic system from helping only the few, to benefiting all, from concentrating wealth and power to ensuring equity, from extraction to regeneration, and from prioritizing individualism to embracing interdependence.

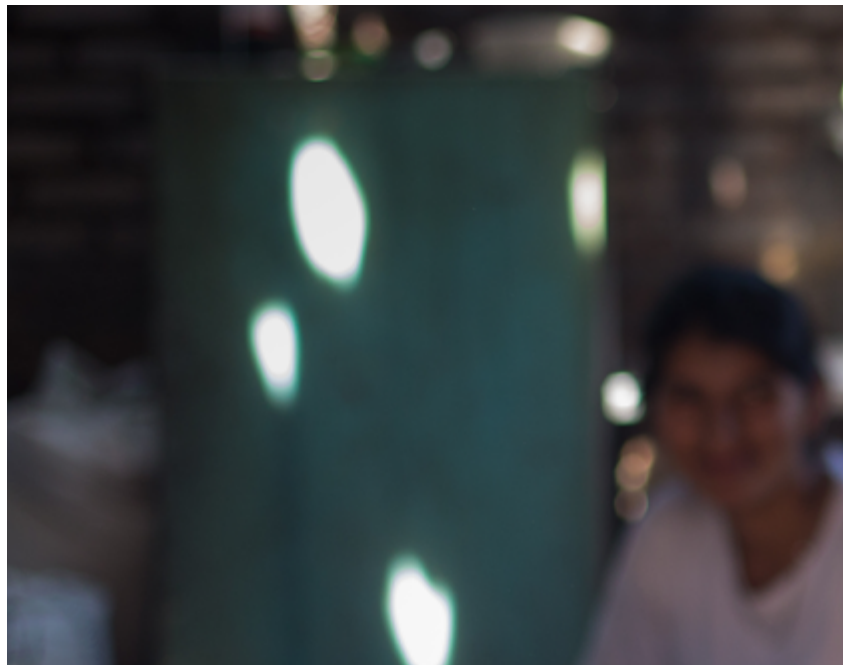


Plan International and Windmill Microlending

Beyond our annual grant recipients, the Stewardship Council is currently supporting Plan International and Windmill Microlending in multiyear partnerships. This year, we provided each with \$15,000.

Our monies to Plan International, a development and humanitarian organization, are going to their efforts in New Delhi. This year, we helped 593 children receive birth certificates, and provided pregnant women and mothers with much-needed quality prenatal and postnatal care. We have also organized nutritional camps where pregnant women are equipped with skills to cook healthy meals for their children.

Windmill Microlending is a charity that offers microloans to help skilled immigrants and refugees continue their careers in Canada. Windmill is Canada's largest microlending program for immigrants and refugees. Our funds are building the Ian Martin Group Loan Fund to support newcomer engineers and IT professionals! This year we funded a software developer, a SAFe consultant, a .Net developer, an architectural designer, a cloud specialist, and an environmental engineer.





Kiva is a non-profit organization that is the world's online lending platform connecting online lenders to entrepreneurs across the globe. Kiva's mission is "to expand financial access to help underserved communities thrive."

We provide new job applicants \$25 from our funds to make a loan to a micro entrepreneur of their choice. As the Kiva loans are distributed through the program, they are repaid to Ian Martin's account so that other applicants can loan them again in the future.

This year, we provided \$3,575 in Kiva funds, including to:

- Janeth in Kenya who used the money to hire labor and buy farm inputs to expand her tea production.
- Giovanna in Colombia was able to increase her working capital, boost her business's residential sales, and purchase supplies such as rice, meats, and oil for her restaurant.
- Enable the installation of more than 50 clean water kiosks, serving 30,000 households with affordable water in Bangladesh.



Our Impact-focused Investments

Did you know this year we invested \$475,000 US with an impact-focused venture firm called Third Way Capital?

With headquarters in Ghana, Third Way Capital invests in African SMEs to generate sustained economic growth and social transformation. They take a long-horizon approach to investments, identifying and partnering with investors and businesses that share our passion for sustainable, high-impact value creation. Here are the three projects we are helping to support:

Agrokings

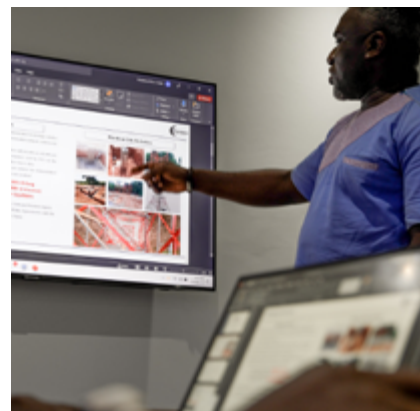
Working with local smallholder farmers in the Akuse-Asutsuare of Ghana, Agrokings develops rice farms that are both profitable but also positively impact the area with sustainable water, sanitation, power, female empowerment, and rural employment.

Christie Brown

Christie Brown is a luxury fashion brand for the global citizen. Their distinctly African-influenced pieces regularly sell out and they can't keep up with demand – access to capital from ThirdWay means they can employ more professionals and provide opportunities to communities in Accra.

Rainbow Mobile Networks

Rainbow Mobile Networks is a communication technology solution provider whose objective is to provide communication network solutions for the unserved and underserved. They build stand-alone, solar-powered telecommunication sites so rural Ghanaians can access mobile networks and prosper.



Your FY2023 Council

Sydney Weston – Co-chair

Kelsey DeGraaf – Co-chair

Rustann Steele-Yeo – Incoming chair/ partnership liaison

Kate Masson – Advisor

Ted Clarke – Volunteer

Shannon Mitchell – Incoming volunteer

Srilia Mundlur – Incoming volunteer

Vanessa Sevigny-Champagne – Better business

Ayesha Khan – Better business

Tiffany Bell – Incoming better business

Laiba Arif – Incoming partnerships

Jennifer Kennedy - Communications

Sandra Vissani – Incoming communications

Priyanka Shetty – Bangalore representative

Fanil Parikh - Incoming Vadodara representative

Hakeem Nuhu – Incoming Ghana representative

Thank you to our outgoing FY2022 members for helping us work with purpose

Diem Baldry - Chair

Carolyn Benslimane – Partnership Liaison

Lindsay Thomson - Better Business

Scott Fairley - Volunteer

Your Stewardship Council's Mission

Your Stewardship Council is both a think tank and a *do tank* – a group that makes things happen to help the Ian Martin Group realize its stewardship vision.

Our mission is to connect people in meaningful work—but we know there are very real barriers that people face when looking for and securing meaningful employment.

Your Stewardship Council ensures our company maintains accountability and ethical responsibility to our clients and customers, to the communities in which we live and do business, and to the world, so that more people can have equitable access to meaningful work.

Together, we can use hiring as a force for good in the world.

As the only staffing partner in North America that is a Certified B Corporation and PAR Committed with the Canadian Council for Aboriginal Business, we're changing the way staffing is done – to benefit everyone.

About Raise / the Ian Martin Group of Companies

The Ian Martin Group brings 65 years of experience to staffing services. We have offices across Canada and the US, as well as in India, Australia, and Ghana to serve English and French-speaking markets around the world. We provide contractor recruitment and management, permanent placement, direct sourcing, and Employer of Record (EOR) payroll services to industries around the world.





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Certified



Corporation

This company meets the
highest standards of social
and environmental impact