



Reaching a better ROI

How settlement sector and private sector collaboration can create better outcomes for newcomers



1,447,300

newcomers expected in Canada in 2023 ¹

Yet...

77%

of newcomers do not connect to immigration services during their first year⁵

How do we build a stronger **ecosystem**
for newcomers to Canada to thrive?

Who is PeaceGeeks?

PeaceGeeks is an international non-profit organization that builds technology tools and capacities to support and strengthen the work of communities and community leaders working to promote peace, human rights and humanitarian action around the world.

Mission:

We create digital tools to support greater connection, peace and safety for people who have been displaced.

Vision:

PeaceGeeks envisions a world where those who are displaced are not lost



Helping newcomers
Find their way



arrive



ARRIVAL
ADVISOR

by PeaceGeeks



Download FREE!

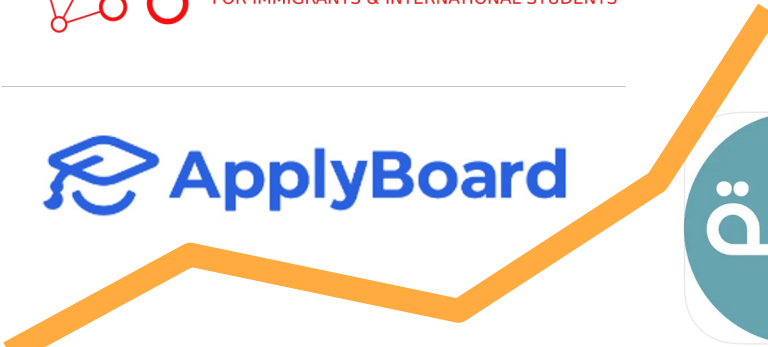
MNLCT iCent
NEWCOMER
SUPPORT APP

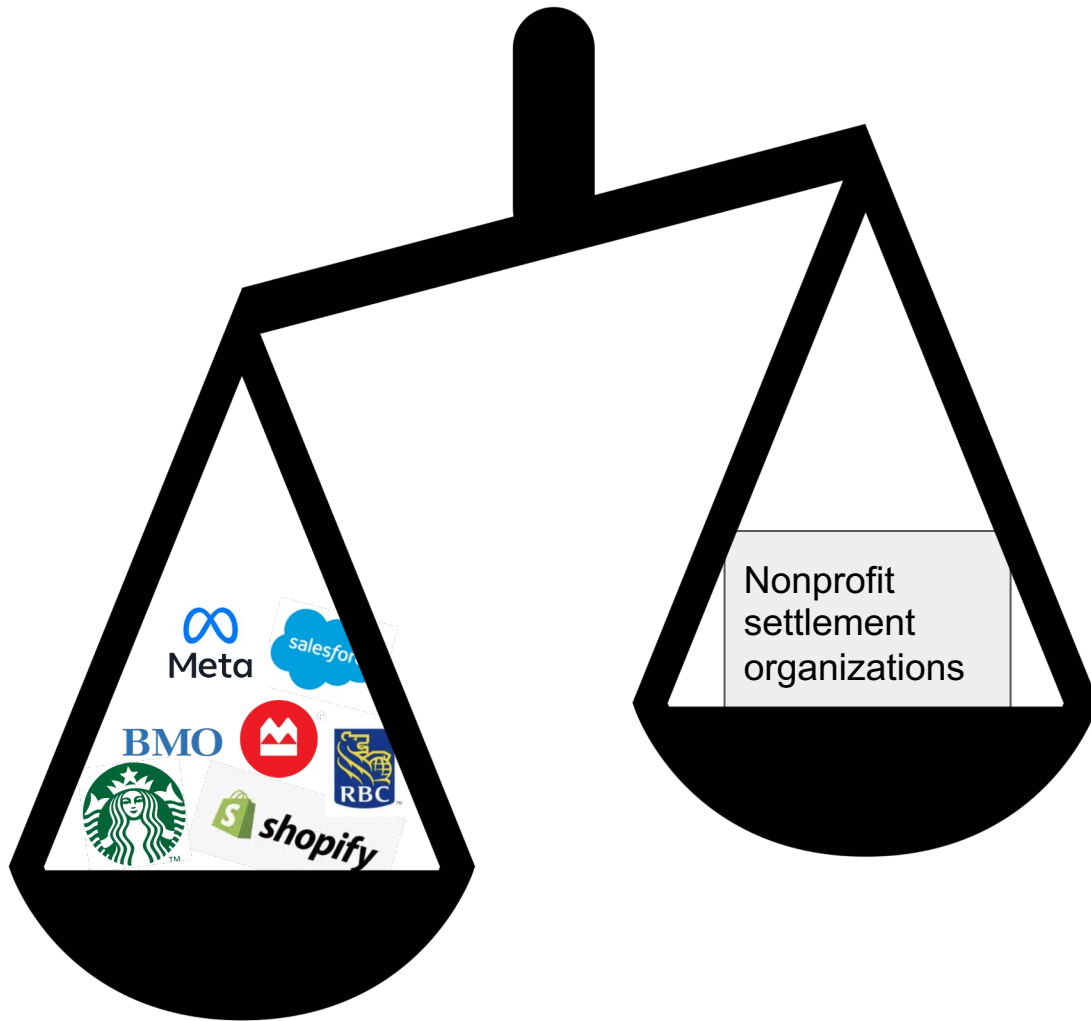


IMMIGRANT NETWORKS
FOR IMMIGRANTS & INTERNATIONAL STUDENTS

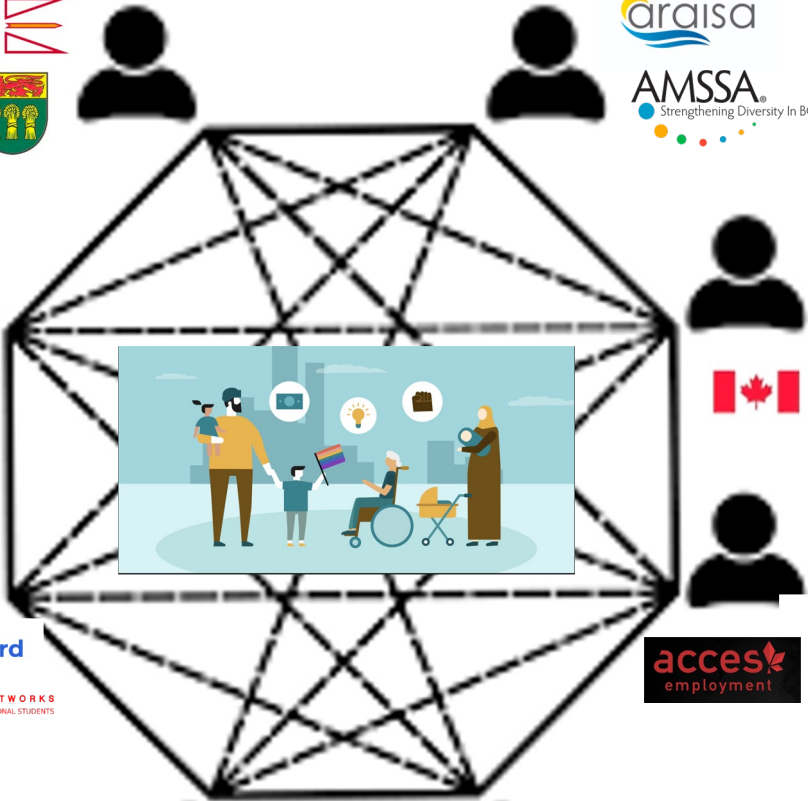
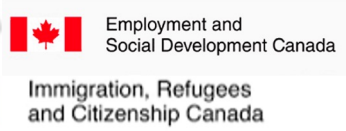
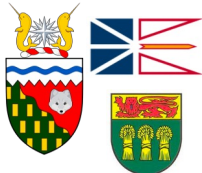


ApplyBoard





Nonprofit
settlement
organizations



Corporations and NGOs enter into relationships with each other for differing objectives

Key motives of corporates

- Corporates (100%) are mainly motivated by enhancing their **reputation** and **credibility** via partnerships.
- **Innovation, long-term stability and impact, and access to people and contacts** are also important.

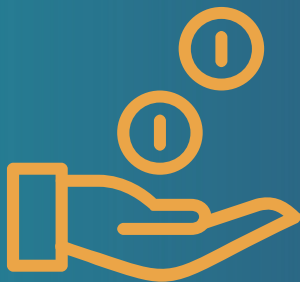
Key motives of NGOs

- For NGOs (95%), **access to funds** remains the primary motivation
- **Long-term stability and access to people and contacts** have been increasingly important

1 New Funding

2 Exchange of expertise and capacity

3 Building a more welcoming Canada



Diversifying income and accessing new revenue streams via:

- Affiliate marketing programs
- CSR/ESG Funding
- Financial contributions for core and programmatic support, focused on human resource development for roles to be embedded into the long-term operational infrastructure.



CANADA
PEACE GEEKS
ARRIVAL ADVISOR – PEACEGEEKS SOCIETY

SRI LANKA
SMART ADVOCATES
Strengthening Youth Leadership Collective
CHANGE-MAKING LEADERSHIP

UNAOC
United Nations Alliance of Civilizations

BMW GROUP

MINI

ROLLS-ROYCE
MOTOR CARS LTD.

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Nonprofit Sustainability

“

The ideal state for a nonprofit organization would be a financial circumstance where they have a consistent source of ongoing revenue.

The nonprofit could then use the funds they earn through fundraising to provide additional and or new services, create a reserve fund, and ideally, positively impact more of the people they serve.

”



Organization building



Strategic co-creation

Strengthening **organizational capabilities** by leveraging external talent, time and in-kind resources.

Benefitting private sector **community impact goals, employee engagement, credibility and trust with future consumers and talent**



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Building a more welcoming Canada

90% of newcomers say they are glad they immigrated to Canada. However 62% say they had to overcome racism in order to land employment

“Ethnic-sounding names” are 20 to 40% less likely to get a call-back for a job interview

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GIVE UP AN HOUR OF YOUR TIME THIS FALL TO CONNECT WITH A NEWCOMER IN B.C.

#GIVEIT

UP4PEACE

Connecting with Newcomers



Microsoft



Hootsuite



unbounce



Traction on Demand

3 Tips

1 Understand needs and issues

2 Assess partnering opportunities

3 Design and implement the partnership

1 Understand needs and issues

- What strategic priorities do we seek partnerships for?
- What organizational capabilities could we seek to strengthen by partnering?

Partnership wheel



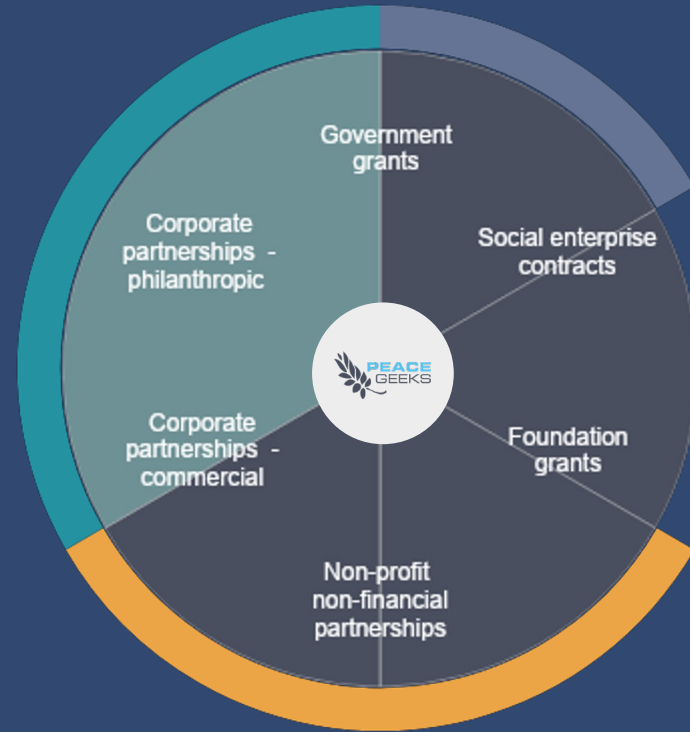
Income
diversification



Organization
building



Strategic
co-creation

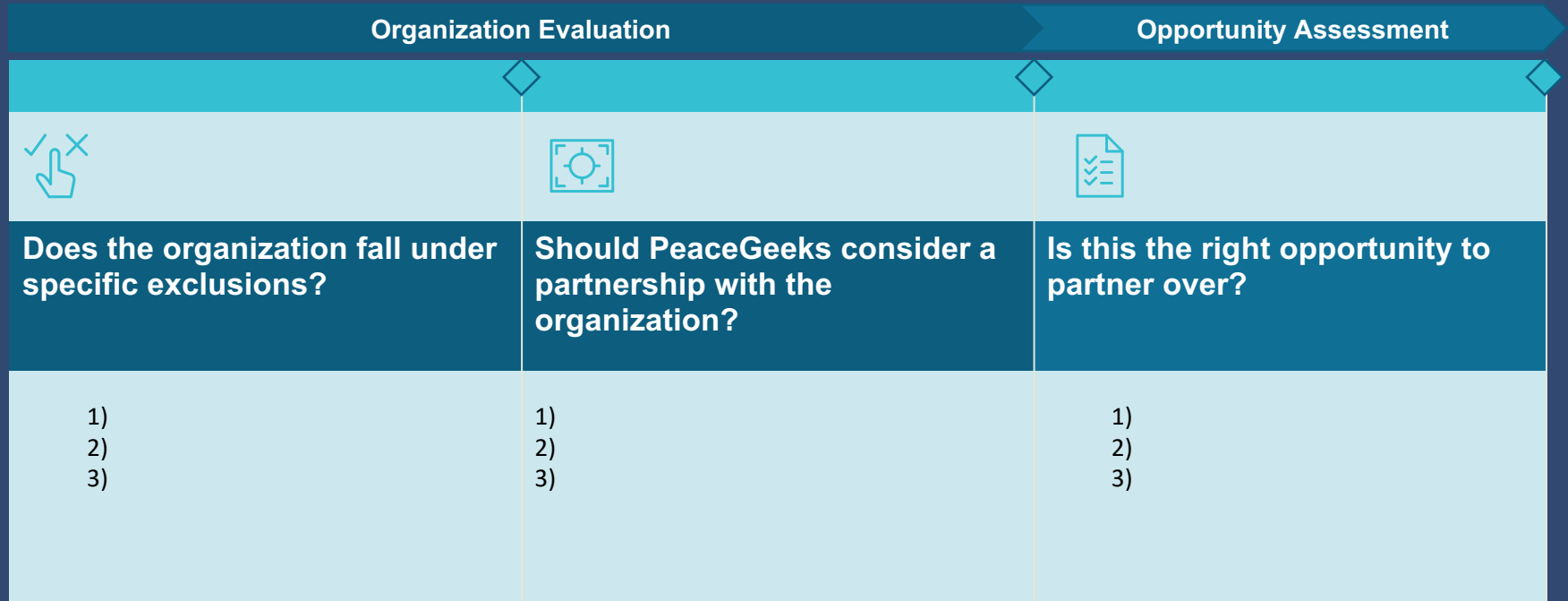


2 Assess partnering opportunities

- What criteria should we use to evaluate potential partnerships?
- Which companies would make good candidates for partnership?

We defined criteria to assess potential corporate partnerships

Using a phased approach, PeaceGeeks can evaluate the potential for successful partnerships



2. Organization evaluation

Should we consider a partnership with the organization?

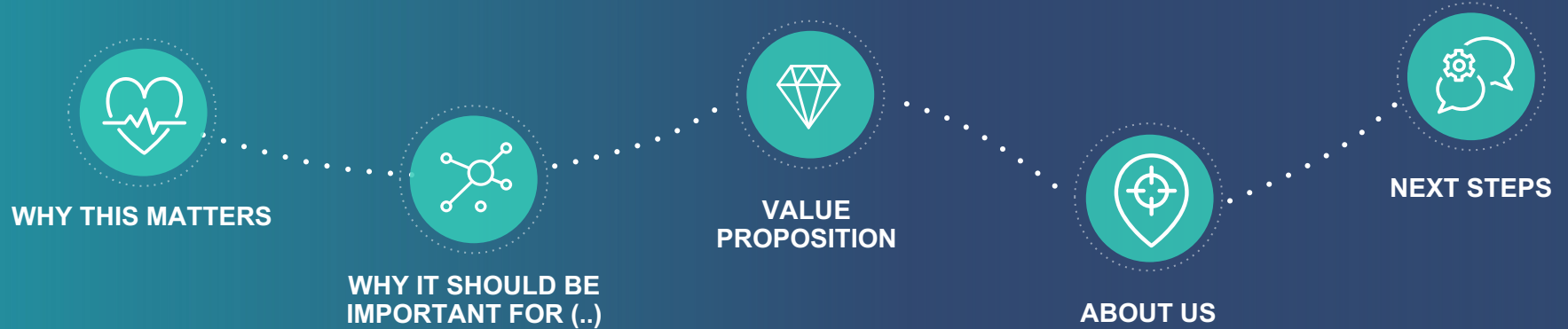
#	CRITERIA	WEAK	MEDIUM	STRONG
1	Brand and reputation			
1.1	Does the organization have a positive public perception?	Has a poor reputation and CSR record; generates negative feelings in people	Has a fairly neutral reputation and CSR record; generates impartial feelings in people	Has a strong and sustainable reputation; generates positive feelings in people
1.2	Does the organization receive good media coverage?	Currently experiencing negative media coverage	Has experienced negative media coverage in the past; however, they have made changes since the event(s)	Has not experienced negative media coverage
2	Value alignment			
2.1	Does the organization have alignment on its (CSR) goals with PeaceGeeks' practice areas?	No alignment with any of the core or adjacent focus areas	Alignment with PeaceGeeks' one or more adjacent focus areas: Community empowerment; Equal opportunities; Diversity & inclusion	Alignment with PeaceGeeks' one or more core focus areas: Refugee settlement; Human rights; Peacebuilding
3	Offerings			
3.1	Does the organization offer skills or assets relevant to PeaceGeeks' value proposition for partnering?	Does not offer any skills or assets relevant to the partnership use cases being targeted	Offers skills or assets relevant to one or more partnership use cases being targeted, as an auxiliary offerings to their core services (e.g., through CSR initiatives)	Offers skills or assets relevant to one or more partnership use cases being targeted, being part of their core services
4	Giving potential			
4.1	Does the organization have a history of donating to charities/ NGOs? Does the organization maintain a stable CSR/ESG portfolio?	No history of donating to NGOs charities in the past three years or if no information is available	A recent history of giving (<CAD \$500k total giving) to some NGOs/ charities in the past three years	A strong giving history (>CAD \$500k total giving) to multiple NGOs/ charities in the past three years
5	User benefit over risk			
5.1	Are there specific user risks that could occur during operational activities on this engagement that outweigh user benefits?	Major user risk identified that could outweigh user benefits, e.g., inaccurate information sharing with users or unclear data privacy policies	Some user risk identified, which could largely be mitigated through the joint definition of operating procedures	No significant user risk identified, or user benefits far outweigh the potential risks
6	Return on effort			
6.1	How do the expected benefits of the opportunity stack up against the context of the effort and resources put in?	Low return on effort; the level of effort required is high relative to the benefits or value creation potential	Medium return on effort; the level of effort required is proportionate to the benefits or value creation potential	High return on effort; the level of effort required is low relative to the benefits or value creation potential
7	Impact potential			
7.1	Does the opportunity have the potential to create sustainable, system-level impact?	Low impact potential; unlocks immediate efficiencies	Medium impact potential; enables scaling of existing solutions	High impact potential; drives or enables transformational change
8	Ability to execute			
8.1	Does PeaceGeeks have the capacity to advance conversations, develop the idea into a project and steward the relationship further?	Capacity gaps; strong trade-offs exist with other (strategic) priorities	Some spare capacity; manageable alongside other (strategic) priorities	No capacity restrictions; and/ or takes precedence over other activities
8.2	Does PeaceGeeks have the capabilities to meet the engagement requirements (e.g., reporting, external communications)?	Basic capabilities; needs further strengthening to meet the engagement requirements	Intermediate capabilities; adequate to meet the engagement requirements	Advanced capabilities; more than adequate to meet the engagement requirements

3 Design and implement the partnership

- What governance mechanisms should we implement throughout the partnership lifecycle?
- What might a pitch deck for corporate outreach look like?

Pitch deck storyline for corporate outreach | Example

Make the presentation audience-specific to fit their challenges and goals



Thank you

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