

**Joint Proposal from:
LMIEC-London Middlesex Immigrant Employment Council and
ESCLM-Employment Sector Council London Middlesex**

Proposal Origin:	WIL Counselling and Training for Employment will be acting as Administrative Sponsor for both proposals : <ul style="list-style-type: none"> • Employment Sector Council London Middlesex <ul style="list-style-type: none"> ➤ ESLMC Job Development Network • London Middlesex Immigrant Employment Council <ul style="list-style-type: none"> ➤ LMIEC Job Match Network 	Proposal Type:	Employment/Network Support
Primary Contact:	ESCLM: Carol Stewart LMIEC: Jennifer Hollis	Proposal Cost:	ESCLM: \$101,883 } LMIEC: \$105,775 } \$207,658
Date Received:	November 15, 2012	City Investment:	ESCLM: \$101,883 } LMIEC: \$105,775 } \$207,658

Note* the following review is based on responses that directly relate to specific elements listed within the Due Diligence Checklist as submitted by the delegation. This review does not serve to rank or recommend the proposals.

Proposal Overview:

As mentioned above WIL Counselling and Training for Employment will be acting as Administrative Sponsor for both proposals. Both proposals are seeking funding for Employment and Network Support in the amount of \$207,658 combined.

ESCLM is requesting \$101,883 in funding support from the City of London to hire an Employment Marketing Advisor, JDN marketing initiatives, and overhead expenses for 2 years, 2013-2014, to officially establish Job Developers Network as a key London resource for connecting area employers with JDN's pool of talent.

LMIEC is requesting an annual investment for an initial 2-year period from the City of London in the amount of \$105,775 to support the salary of a full-time Sales and Marketing Advisor. The Network matches qualified talent to unfilled job orders. Marketing qualified candidates to employers is a labour intensive process, and as a result requires an additional staff member to compliment the team.

1. Initial Review

Item	Finding	Reference
Detailed request of what city is being asked to contribute	ESCLM is requesting \$101,883 in funding support from the City of London to hire an Employment Marketing Advisor, JDN marketing initiatives, and overhead expenses for 2 years, 2013-2014.	Pg.2
	LMIEC is requesting an annual investment for an initial 2-year period from the City of London in the amount of \$105,775 to support the salary of a full-time Sales and Marketing Advisor.	Pg.4
Economic spinoffs summary	ESCLM: City support for the JDN will ensure more job seekers are matched with employers and jobs. More specifically, these connections are facilitated and negotiated by JD to ensure the best possible fit between employer and worker. Standards of service delivery will improve. Community economic development.	Pg.3-4
	LMIEC: Retain and attract talent, Business retention, growth and attraction, Community economic development, Develop labour force.	Pg.8
Does it meet 25-75 funding criteria	ESCLM: Members are funded by all levels of government to provide an array of services for job seekers and employers, therefore it is not clear if the 25:75 funding criteria is satisfied and it appears as 100% of the funding is requested from the City.	Pg.2-3
	LMIEC: The Ontario Ministry of Citizenship and Immigration has invested \$150,000/yr over 2 yrs, therefore meeting the City's 25:75 funding criteria. However, the position is being asked to be 100% City funded.	Pg.4 & 6
Does not require "bonusing"	ESCLM: N/A	Pg.9
	LMIEC: N/A	Pg.11
Proponent justifies investment risk of project	ESCLM: Risks associated with the lack of municipal funding; reduced capacity to respond effectively to community needs; reduced promotions, reduced effectiveness, loss of services, reduction of service standards.	Pg.4&9
	LMIEC: Suggesting no investment risk as the City would be contributing to a growing model that works.	Pg.11

2. Financial Due Diligence

Item	Finding	Reference
Receipt of bank reference letters for last 5 years	ESCLM: Yes from the sponsor WIL; a registered charity. Letters patent and charitable registration.	Pg.9-10
	LMIEC: Yes from the sponsor WIL; a registered charity. Letters patent and charitable registration.	Pg.11
Last 5 years of financial statements and management review letters	ESCLM: Yes from the sponsor WIL; a registered charity.	Pg.10
	LMIEC: Yes from the sponsor WIL; a registered charity.	Pg.11
Document support for how project to be financed	ESCLM: Not available at this time.	Pg.10
	LMIEC: Yes, see Appendix E including Ontario Ministry Citizenship and Immigration Schedule B reflecting an investment of \$300,000 in the network.	Pg.11, Appendix E, Schedule B.
Financial intermediation highly confident letters re: ability to finance	ESCLM: Not available at this time.	Pg.10
	LMIEC: 75% of financing support is already secured from the Ontario Ministry of Citizenship and Immigration.	Pg. 11 & Appendix E
Copies of letters patent (for private companies)	ESCLM: Yes from the sponsor WIL; a registered charity. Letters patent and charitable registration.	Pg.10
	LMIEC: Yes from the sponsor WIL; a registered charity. Letters patent and charitable registration.	Pg.11

3. Managerial Due Diligence

Item	Finding	Reference
Proponents organization chart and key person bios	ESCLM: Yes from the sponsor WIL; Organizational Chart and WIL Bio. ESCLM Carol Stewart.	Pg.9-10
	LMIEC: Yes from the sponsor WIL; Organizational Chart and WIL Bio. Bio on Gus Kotsiomitis. Governance Council membership. LMIEC job Match Network partners.	Pg.11-12, Appendix B, C & G
List of previous projects developed and managed	ESCLM: Yes projects managed from the sponsor WIL; in addition a long list of ESCLM projects; One Client Delivery Standards, Information Sharing Agreements, HireOneLondon.ca etc.	Pg.7 & 10
	LMIEC: Yes projects managed from the sponsor WIL.	Pg.12
Signed agreement for City to communicate with clients, suppliers and financial stakeholders	ESCLM: Information not required at this time.	Pg.10
	LMIEC: Information not required at this time.	Pg.12
Are proposed timelines reasonable?	ESCLM is seeking funding to hire a part-time person for 2 yrs, in which time the JDN will be established and opportunities for self-sustainability will be identified.	Pg.10
	LMIEC is seeing funding to build upon efforts of an established initiative and expand matching capabilities to additional residents of London with opportunity of renewal based on successful outcomes.	Pg.12
Review of proponents internal due diligence procedures	ESCLM: Established tracking, monitoring, reporting and third-party evaluation protocols are in place.	Pg.10
	LMIEC: Established tracking, monitoring, reporting and third-party evaluation protocols are in place.	Pg.12

4. Evaluation of Economic Spinoffs

Item	Finding	Reference
Evaluation of direct economic benefits of project	ESCLM: Job Developers Network (JDN) will ensure more job seekers are matched with employers and jobs; to assure the best possible fit between employer and worker; London employer community will be provided with information about access to the wide range of employer services and support in the community.	Pg.3-4
	LMIEC: Attracting and retaining skilled immigrant talent is a critical element to fuelling transformational change in London's economy. Aging workforce and emerging industries require more specialized skill sets creating a need to attract and retain immigrant talent. A business Case touches on the key IEPC objectives: creating jobs, leveraging investment, stimulating spin-off benefits, building beneficial partnerships, benefiting key sectors, fuelling transformational change in London's economy.	Pg.5-10, 12
Analysis of multiplier effects	ESCLM: TBD: JDN will ensure consistent employer service delivery and greater awareness by employer/business community of the availability of excellent non-profit service providers and access to a pool of qualified candidates, leading to greater uptake of employment supports and elevating those in our community who face the barriers to full achievement of their employment potential.	Pg.3-4
	LMIEC: TBD: Driven by local employer-demand, the JMN helps more London companies find the qualified talent at the right time, stimulating London's economy and job creation for all. Monthly tracking and reporting measures will capture direct outcomes as a result of City's investment in this initiative with at least 50 job outcomes in the 1 st yr of funding.	Pg.5-10, 12
Is proponent funded "fairness report" required	ESCLM: Information not required at this time.	Pg.10
	LMIEC: Information not required at this time.	Pg.12
Preparation of terms of reference for "fairness report"	ESCLM: Information not required at this time.	Pg.10
	LMIEC: Information not required at this time.	Pg.12

5. Legal Review and Conditions

Item	Finding	Reference
Review of agreements by City Solicitor's Office	ESCLM: Information not required at this time.	Pg.11
	LMIEC: Information not required at this time.	Pg.12
Development of written agreement of times for proponent to complete project	ESCLM: Information not required at this time.	Pg.11
	LMIEC Information not required at this time.	Pg.12
Is performance bond required?	ESCLM: Information not required at this time.	Pg.11
	LMIEC: Information not required at this time.	Pg.12

Proposal Category¹:

Economic Development	Social Prosperity	Idea Bank	Other
YES	YES		
<p><i>Comments:</i></p> <p><i>Summary: Employment/Network Support; The two proposals are being recommended as one due to the fact that WIL Counselling and Training for Employment will be acting as an Administrative Sponsor for both proposals. Both proposals are seeking funding for Employment and Network Support in the amount of \$207,658 combined; ESCLM is requesting \$101,883 in funding support from the City of London to hire an Employment Marketing Advisor, JDN marketing initiatives, and overhead expenses for 2 years, 2013-2014, to officially establish Job Developers Network as a key London resource for connecting area employers with JDN's pool of talent. LMIEC is requesting an annual investment for an initial 2-year period from the City of London in the amount of \$105,775 to support the salary of a full-time Sales and Marketing Advisor. The Network matches qualified talent to unfiled job orders and marketing those candidates to employers is a labour intensive process, and as a result requires an additional staff member to compliment the team.</i></p> <p><i>WIL: WIL was founded in 1984 as Women Immigrants of London Resource Service Centre - a non profit community organization dedicated to facilitating the social integration needs of immigrant women within our community. Over the years, WIL has responded to the expressed needs of its clientele by providing employment counselling, preparation and placement services</i></p>			

¹ The primary review of the proposal has been analysed in accordance with the answers provided in the checklist. Subsequently, the primary analysis will allow to appropriately classify the proposal based on the four proposed categories: Economic Development, Social Prosperity, Idea Bank, Other.

for both immigrant men and women. While developing these services, the organization has also added a variety of career development and job search solutions for Canadian men and women.

ESCLM: The Employment Sector Council London-Middlesex (ESCLM) is a network of over 45 organizations serving clients in the employment and training sector in the City of London and Middlesex County Ontario. The network provides strategic solutions for job seekers, employers, and our community. Shared training for employment planning, standards for high quality service delivery, client referral, tracking and information sharing agreements, and common technology platforms designed and delivered by the ESCLM have enabled solid, collaborative working relationships.

LMIEC: The London Middlesex Immigrant Employment Council (LMIEC) launched in 2008 as a business-led organization with the purpose to connect local employers to Canadian newcomers and, in turn, strengthen our local economy. Today the LMIEC is an established organization linking employers to effective, no-cost tools and resources including: Search tools to access pre-screened local and province-wide talent. Mentoring programs that strengthen leadership, coaching and cross-cultural skills of your employees. Screening support for evaluating international credentials and language skills. Connections with business leaders in your community who have successfully attracted and retained newcomer talent.

The proposed joined proposals depend on City funding in the amount of \$207,658 to support two job matching networks by way of funding a Sales and Marketing Advisor and an Employment Marketing Advisor for a period of two yrs. ESCLM's Job Development Network connects unemployed workers with area employers, while the LMIEC connects skilled immigrant talent pool (already in London) to satisfy positions that are presently going unfilled. LMIEC also focuses on talent attraction and retention.

Based on the primary analysis it was determined that the combined proposals fall within both "Economic Development" and "Social Prosperity" criteria as they focus on job matching, attraction and retention. Matching the unemployed with the right kind of job and filling open job vacancies with the right kind of talent could potentially lead to a decrease in the local unemployment rate resulting in wealth creation for the local economy as a whole.