

# Building UP

**Funding support for organizations that strengthen the labour market by providing:**

- ▶ Support to individuals
- ▶ Support to employers
- ▶ Projects that connect employers to job seekers
- ▶ Coordination of community and sector training funds

## What is the “labour market”?

The interaction between workers and employers, where employers compete for the most suitable workers and workers compete for the job that best suits their needs.

## A strong labour market exists when:

- ▶ workers have satisfying and well-paying jobs
- ▶ employers are able to fill their staffing needs and
- ▶ both have access to resources they need to make positive choices

## Before you start

### Is my organization eligible?

YES, unless you represent a federal, provincial or territorial government or their Crown corporations.

### What if I am an employer or individual seeking support?

Check out our other programs:

#### Staffing UP

Direct funding support for employers

#### Working UP

Direct funding support for individuals

## What about First Nation governments?

First Nation governments are partners in determining priorities for Yukon’s labour market and are engaged at the ministry level. If you represent a First Nation government, please contact us to determine appropriate next steps.

If you represent a First Nation development corporation or an Indigenous service provider, you are eligible to apply for Building UP.

## Program limits

Building UP provides significant flexibility within the limits imposed by legislation, regulations and policy. As you develop your proposal, keep these factors in mind:

- ▶ The Government of Yukon operates on a fiscal year beginning April 1<sup>st</sup> and ending March 31<sup>st</sup>. Building UP is required to manage project expenditures within this fiscal year.
- ▶ The normal maximum duration of any funding agreement is three calendar years.

## How to apply

We are here to **help you prepare your application** and **guide you through the process**. Once you are familiar with this document, **talk to us** early in your planning process to ensure your application has everything we need to process it without delays. **Our contact information is on the back cover.**

## Tell us your story, develop your plan

Our approach begins with what you want to do, what positive effects you hope to create and how you will measure success. Tell us your story:

### I am a . . .

(What kind of organization are you?)

### I would like to . . .

(What would you like to do?)

### So that . . .

(What will happen? What is the beneficial outcome?)

Before you ask for an application, fill out a form or determine a budget, **you should be clear on these questions:**

1. **What issue** or circumstance are you trying to address?
2. **What are your project goals** and measurable outputs/outcomes?
3. **Who** are you trying to serve? What are you trying to improve?
4. **What specific activities** do you propose to meet your goals?
5. **When** do you want to start? **How long** will it take?
6. **How will you measure success?**

## Our priorities for fiscal year 2019-20

- ▶ Strengthen strategic partnerships with Yukon First Nations
- ▶ Strengthen the labour market in communities outside of Whitehorse
- ▶ Increase the labour market involvement of under-represented groups, including: Yukon First Nations citizens, youth under age 30, workers over age 50, newcomers to Canada, persons with disabilities and women in trades and technology
- ▶ Improve community consultation with the Labour Market Framework process and successors and
- ▶ Increase the use of regional, national and international labour market information

## How will you measure success?

Strengthening Yukon's labour market is not just about jobs or training. Success is helping Yukoners set and reach their own goals.

### In providing services to individuals . . .

Establish learning and employment goals and measure progress.

### In providing services to employers . . .

Increase capacity to recruit and retain qualified staff.

### In connecting employers to job seekers . . .

Reduce the gap between supply (workers) and demand (jobs).

### In coordinating community and sector training funds . . .

Develop a plan to address the training and labour market needs of the region or sector and measure progress in meeting those needs.

# Activities and services we fund

## Services and supports for individuals

Eligible individuals are legally entitled to work in Canada and reasonably expected to remain so. Targeted individuals are those who demonstrate a lack of self-sufficiency in the labour market.

### Case management and referrals

- ▶ Assist in determining an individual's next steps
- ▶ Determine needs and develop action plans
- ▶ Make referrals to formal training or other services
- ▶ Assist individuals applying for funding

### Skills development

- ▶ Improve an individual's foundational or vocational skills
- ▶ Support or provide formal training
- ▶ Offer employment and career guidance

### Job search assistance

- ▶ Provide tips on where and how to look for work and engage employers
- ▶ Assess and develop resumes and cover letters
- ▶ Improve interview skills
- ▶ Offer Canada Job Bank support

### Employment support services

- ▶ Assess an individual's capability and workplace needs
- ▶ Develop or deliver workplace or training accommodations such as:
  - Deliver job coaching or job carving
  - Provide specialized equipment
  - Support the individual by working with their employer

Measure success by demonstrating increased skills, improved cultural connections, social inclusion, enhanced personal health and wellbeing and, of course, increased self-sufficiency in the Yukon labour market.

## Services and supports for employers

Eligible employers have or wish to create staff positions and who are not a federal, provincial or territorial government.

We give priority to employers who have fewer than 20 employees or demonstrate low human resources capacity.

### Capacity building for employers

- ▶ Explain how to interpret labour market information
- ▶ Connect employers with workers, including the recruitment and hiring of under-represented groups
- ▶ Help navigate employers' legal responsibilities to employees
- ▶ Assist with applications for employer-driven funding programs, such as Staffing UP
- ▶ Assist in using labour exchange services, particularly Canada Job Bank

### Service to employers can be delivered in a variety of formats.

#### You might:

- ▶ Set up an office or storefront for employers to receive services
- ▶ Provide support to the employer at an employer's place of business
- ▶ Conduct a workshop and invite or recruit employers to participate

Measure success by demonstrating shorter turnaround time to fill vacancies, stronger human resource practices such as training and planning, and more effective use of labour market information in making staffing decisions.

## Projects that connect employers to jobseekers

### Research and distribute labour market information

Create or update products that provide labour market information such as:

- ▶ Surveys, census, research and reports
- ▶ Computerized logic systems or similar modelling products that generate occupational projections intended to predict economic trends, and available jobs and workers within Yukon
- ▶ Develop and implement ways to distribute labour market information, such as marketing, websites and social media

### Labour market projects and programs

- ▶ Develop strategies and networking events
- ▶ Develop industry and sector specific plans and committees to:
  - Improve engagement among labour market stakeholders
  - Deal with labour market supply and demand

### Evaluation of existing offerings and processes

Measure success by:

- ▶ demonstrating use or reference of reports or information products for labour market planning
- ▶ a decrease in the number and duration of job vacancies
- ▶ an increase in the hiring of individuals from under-represented groups
- ▶ increased employer engagement in strategic labour market development

## Coordinate community or sector labour market funding

### Manage and redistribute funds to provide training, services or supports to individuals, employers or other organizations

- ▶ Develop a strategy for investing training funds in your community or sector
- ▶ Develop a training fund policy that includes:
  - Process to apply for and receive funding
  - Criteria to identify and select those eligible to receive funding support
  - Applicant responsibilities upon approval of funding
  - Payment procedures
  - Communication plan

Measure success by developing a strategic plan for the fund outlining the employment opportunities in the region/sector, fund priorities, goals for number and type of participants being funded, the type of training you wish to support and any special conditions to approve funding. Success is determined by your ability to meet your plan objectives.

# Eligible costs

We will fund the fair market value of costs directly related to a project.

Building UP budgets include the following categories:

Category	Description
Project Delivery	Costs consumed directly by the project
Staffing	Costs associated with employees performing duties specifically for the project
Participant	Costs consumed directly by participation of individuals or employers
Operating	Overhead costs other than staffing and participant costs
Administrative	Costs that represent a reimbursement to your organization for use of existing resources for this project

We will work with you to develop a detailed project budget that suits the specific nature of your proposal.

We will share detailed information and tools to help develop your budget.

# Making a successful application

There is generally more demand for funding than available budget. You are more likely to be successful in your funding application if you:

## 1. Demonstrate the need for what your application addresses

You can show need in many ways. For example, you can demonstrate:

- ▶ Previous activity or agreements showing continued need for service
- ▶ Significant demand for a new service
- ▶ Supporting research, such as feasibility studies
- ▶ Letters of support describing how your project will meet a need, focusing on the project, not your organization
- ▶ Funding from other contributors or in-kind contributions for your project, (while not necessarily required, a strong indicator of support for the need)

## 2. Collaborate with Yukon First Nation governments

Keep in mind that your project will take place on one or more traditional territories. Specify in your application whether you have consulted or collaborated with a Yukon First Nation government about your project.

## 3. Plan in advance

While Building UP has no application deadlines, it is a good idea to submit your application before January 1<sup>st</sup> for projects that begin after April 1<sup>st</sup>.

## 4. Show your work

A good application requires detailed analysis. In order to make a recommendation for approval, we must be able to demonstrate that your project.

- ▶ fits Government of Yukon priorities
- ▶ has clear, measurable objectives
- ▶ represents fair market value and
- ▶ is likely to benefit individuals, employers and/or the larger labour market

## Let's get started

Your first step in applying for funding is to get in touch with us. Reach us by phone at **867-667-5906**, or toll-free at **1-800-661-0408 ext. 5906**, or email us at **[edu-pslm@gov.yk.ca](mailto:edu-pslm@gov.yk.ca)**.

Make an appointment to come and see us at 1000 Lewes Blvd. in Whitehorse.

**Or we can come to you, too!**

Canada Yukon