



FEDERATION OF
BLACK FÉDÉRATION DES
CANADIANS CANADIENS
NOIRS

WORKPLACE OPPORTUNITIES: REMOVING BARRIERS TO EQUITY

*This project is funded by the Government of Canada's Labour Funding Program –
Workplace Opportunities.*

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Executive summary

Strategic Highlights

The WORBE “Barriers to Employment Project” brought racial injustice and inequity within the Federally Regulated Finance Sector to the forefront. The project allowed FBC and its partners RBC Canada and UofT to create a digital space to bring awareness to barriers that continue today, shed light on current practices being used by various employers to eliminate barriers, and to engage industry leaders, employees with lived experiences, and the broader FBC membership and community a large in dialogue.

Operating Highlights

- 3 national events produced engaging over 150 people directly, various employers, employees and community members
- Over 8 focus groups administered engaging over 30 individuals including young adults and FBC hub members
- A national digital awareness campaign that that utilized all FBC’s social, web and email platforms
- Member/ public engagement survey which saw over 25 participants
- Our social media reach was over 30,000 on Instagram & Facebook, over 5,000 on TikTok, over 51,000 impressions on Twitter and over 3,000 unique impressions on LinkedIn.
- Development of a 4 page digital tool kit covering topics areas such as: Representation, Upward Mobility and Financial Literacy.
- Engaged over 20 businesses directly and indirectly to provide feedback, input, recommendation and or listen

Looking Ahead

The goal is to continue to compile all the feedback and recommendations from the project and present them to the various companies and implore them to consider adopting some or all of the recommendations. We look to get verbal, formal, and informal pledges from companies to start, continue, and or stop various practices that sustain barriers for Black and other marginalized groups, and commit to regular reviews and new ideas. The goal is to secure funding to continue this project and expand the industry scope. This project was only 7 months (6 not including September taken over by National Elections) so there was not enough time to really work with employers to see all the recommendations/ insights all the way through.

Christopher Thompson
Executive Director
Federation of Black Canadians

Who we are

About the FBC

The Federation of Black Canadians is a national, non-profit organization, driven by organizations across the country that advances the social, economic, political, and cultural interests of Canadians of African descent. We partner with people that believe in the promise of Black Canadians.

Meet the Project Team

Chris Thompson, Brian Seremba and Debra Olaniyi worked together to ensure the success of the project. However, other members of the FBC contributed to the campaign and helped in their various capacities.

CHRIS THOMPSON
EXECUTIVE DIRECTOR



[Email: cthompson@fbcfcn.ca]

Christopher Thompson has worked in the non-for profit sector for over 10 years. With a background in community building, NFP organizational development, and public speaking, Chris has phenomenal people skills and an amazing ability to inspire. Chris has a Honors Bachelors of Political Science, Criminology, and a minor in Sociology from University of Toronto's Mississauga campus and has worked in a senior capacity with FBC since its inception.

BRIAN SEREMBA
PROGRAM MANAGER



[Email: brian@fbcfcn.ca]

Brian holds a Bachelor of Science in Management with International Business from Royal Holloway, University of London, and a certificate from Brainstation in Product Management. As a Program Management professional, Brian takes pride and ownership in program and project strategy, development, and business growth.

DEBRA OLANIYI
PROJECT COORDINATOR



[Email: debra@fbcfcn.ca]

Debra holds a Honors Bachelors of Arts degree in Political Science and Sociology at the University of Toronto's Mississauga campus. Debra has experience working as the Team Lead for the Office of Recruitment and Admissions at the University of Toronto where she used her vibrant and driven personality to ensure potential students have pleasant experiences on campus. As a driven community leader and a strong advocate for anti-black racism, Debra ensures the voices of vulnerable communities are heard in her work.

The Project Plan

Background

Workplace Opportunities: Removing Barriers to Equity (WORBE) is a grants and contributions program. WORBE is designed to support employers subject to the Employment Equity Act (the Act) in their efforts to improve designated group representation in areas of low representation through partnerships and industry-tailored strategies.

Thus, the Federation of Black Canadians (FBC) partnered with the Royal Bank of Canada (RBC), Wealthsimple Foundation and the University of Toronto (UofT) to increase the representation of members of the Black community in all levels of employment in the banking and financial sectors by showcasing the barriers present within federally regulated financial institutions. Furthermore, we worked with employers to showcase current and future employment opportunities for Black based audiences to support community awareness.

Objectives

The Grant objectives as stated by the Government of Canada are listed below:

- Improved representation of one (1) or more of the four (4) designated groups within workplaces, occupational groups or sectors with low representation;
- Increasing understanding among stakeholders of industry-specific barriers to diversity and inclusion and effective human resources practices to address them; and
- Development of new inclusion tools and guides tailored to industry specific needs.

Goals

Based on the grant objectives stated above by the Government of Canada, FBC came up with the following specific and actionable goals for the project:

- Hold three national forums to engage members of the Black community and leaders in federally regulated financial institutions;
- Develop an ongoing digital campaign that highlights the various issues and opportunities surrounding employment barriers to create awareness; and
- Create an online toolkit that shares best practice policies, testimonials, and statistics about workplace diversity with employers in the finance sector.

Deliverables

The objectives and goals of the project were further broken down into specific deliverables that will be addressed in the following sections.

- 3 national forums;
- 400 Black Canadians are engaged;

- 25 financial employers are engaged.
- 1 online toolkit showcasing the research results that will be published on FBC's website to continue the dialogue;
- 1 report of recommendations about diversity, inclusion, and hiring practices;
- Summary on the methodology used to gather data and create the online toolkit;
- Summary of the notes taken during the national forums and findings from the surveys;
- 5 companies plan to update policies and practices around barriers to employment; and
- 1 Final report to ESDC.

Social Media Platforms

The FBC made use of the following social media platforms to distribute and amplify content, increase awareness about the the barriers present within federally regulated financial institutions and showcase current and future employment opportunities for Black based audiences.

1. [Website](#)
2. [Instagram](#)
3. [Twitter](#)
4. [Facebook](#)
5. [TikTok](#)
6. [LinkedIn](#)
7. Newsletter

Distribution Tactics

Tools that were used for dissemination and reach include:

1. FBC Social Media Channels
2. FBC National Newsletter
3. FBC Provincial Hub Groups
4. FBC Youth Council
5. FBC Partner in Principle Groups
6. Zoom and Google Suite - Video Conferencing
7. Uniquely Targeted Paid Ads

Language

To cater to the communication needs of our community, content shared on our social media platforms were distributed in French and English. For the national events, we had a bilingual host who communicated in English and French.

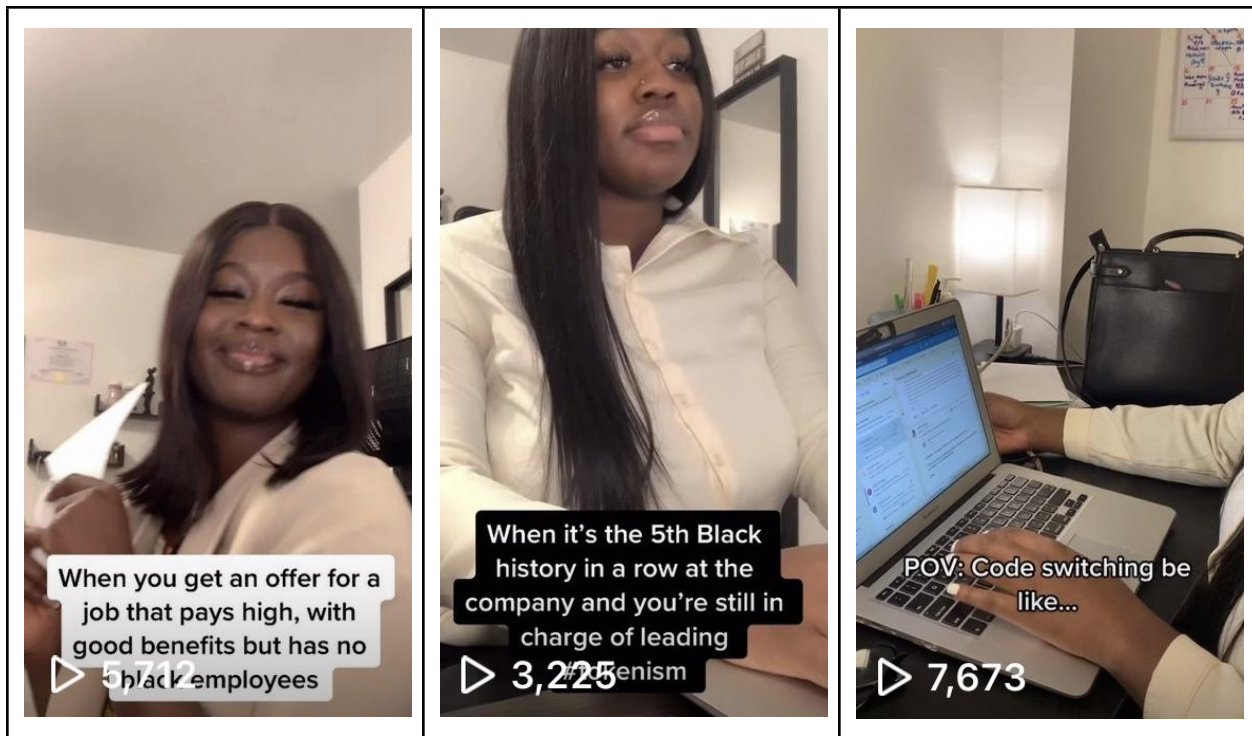
Social Media Content

One of the major tools we used to connect with our community and share information concerning some issues that could arise due to the lack of workplace equity and diversity was our social media. Our social media reach was over 30,000 on Instagram & Facebook, over 5,000 on TikTok, over 51,000 impressions on Twitter and over 3,000 unique impressions on LinkedIn.

Video Content (Instagram, Facebook, TikTok & Twitter)

We created and shared three videos addressing three different topics around the barriers to employment and equity that Black people face. The topics that the videos addressed were:

- Lack of diversity in the workplace,
- Tokenism, and
- Code switching.



[Lack of Diversity](#)

[Tokenism](#)

[Code Switching](#)

Posts

We created and shared posts to our social media platforms to provide more information on some of the issues concerning barriers to equity; code switching and upward mobility.

Code Switching Posts

Post 1: What is "Code Switching?"

Post 2: Qu'est-ce que la « commutation de code ? »

Post 3: Nope, this has nothing to do with computers...
Non, cela n'a rien à voir avec les ordinateurs...

Post 4: According to the Harvard Business Review Code Switching is a strategy for black people to successfully navigate interracial interactions and has large implications for their well-being, economic advancement, and even physical survival.

Post 5: Selon la Harvard Business Review, le changement de code est une stratégie permettant aux Noirs de naviguer avec succès dans les interactions interraciales et a de grandes implications pour leur bien-être, leur avancement économique et même leur survie physique.

Post 6: let's look at this example together: Regardons ensemble cet exemple:
After using my customer service voice all day...
One method of code-switching is to adjust one's style of speech and expression so that others can be as comfortable as possible in exchange for fair treatment, quality services, and employment opportunities (McCluskey et al., 2019).
Une méthode de commutation de code consiste à ajuster son style de discours et d'expression afin que les autres puissent être aussi à l'aise que possible en échange d'un traitement équitable, d'un service de qualité et d'opportunités d'emploi (McCluskey et al., 2019).

Upward Mobility Posts

Post 1: What is upward mobility?
Upward Mobility /up-ward/mo-bil-ity/
Definition
The capacity or facility for rising to a higher social or economic position. (Merriam-Webster Dictionary)
The process of "moving up the ladder" in society is another form of upward mobility. While studies have shown that two streams of upward mobility stem from socio-economic backgrounds and individual traits, both are associations of work achieved.

Post 2: What are indicators of upward mobility?
Social Capital 20%
Race 20%
Income 20%
Education 20%
Family Structure 20%
Upward mobility consists of many socio-economic factors that determine an individual's status towards this framework.
These indicators listed are a few examples of upward mobility.

Post 3: Upward Mobility Statistics
The employment rate is lower for Black men than for the rest of the male population
In the 2018 Census, the employment rate of Black men aged 25 to 59 was 78%, compared with 82% for other men—a difference of 4 percentage points.
More than a quarter of Black women are lone parents
In the 2018 Census, 27% of Black women aged 15 to 59 were lone parents, compared with less than 10% of other women. This situation was more prevalent among female immigrants than among Canadian-born Black women.
One-quarter of Black children are living in a family in poverty
In the 2018 Census, according to the market basket measure of low income, 27% of Black children younger than age 15 were living in a family in poverty. This proportion was half as high among other children (14%).

Post 4: How to Identify Your Transferable Skills
Transferable skills are what makes you marketable as an employee. Organizations look for individuals who can best fit their company and look out for sharp candidates that can think outside of the box. Whether you are landing your first job or have senior level experience, everyone has qualifications that can support their future endeavors. Here are some examples of top transferable skills:
1. Problem-solving
2. Analytical thinking
3. Leadership
4. Adaptability
5. Teamwork
6. Communication
7. Relationship building
8. Attention to detail
9. Computer skills
10. Creativity

National Events

We also promoted the national events on our social media platforms (Instagram, Facebook, LinkedIn and Twitter) in order to increase awareness and reach.

The goal of the national events was to bring together community, business leaders, HR and Diversity, Equity & Inclusion specialists to discuss the various barriers to equity and how we can work towards removing them. They also shared their stories, experiences, and tips on how to gain workplace opportunities as a Black person.

These events served as a call for increased diversity and representation of Black people in various workspaces and organizations. They also provided an opportunity for Black people in our community to learn about employment and networking opportunities across Canada.

There were 3 National events that addressed various issues and we had 125 attendees from the 3 events combined.

The three national events are listed below:

- Employment in the 21st century,
- Real Talk: Employment, Barriers and Finance, and
- The Pursuit of Equity in the Finance Sector.

**BARRIERS TO EMPLOYMENT IN THE
FEDERALLY REGULATED FINANCE
SECTOR**

COME JOIN US AS WE INVITE HR PROFESSIONALS WHO CAN
PROVIDE TIPS ABOUT EMPLOYMENT OPPORTUNITIES!

First Event
Employment in the 21st century
Thursday February 24th (8pm EST / 5pm PST)

Second Event
Real Talk: Employment, Barriers, & Finance
Thursday March 10th (8pm EST / 5pm PST)

Third Event
The Pursuit of Equity in the Finance Sector
Thursday March 24th (8pm EST / 5pm PST)

Join for a chance to win prizes!

This project is funded by the Government of Canada's
Labour Funding Program – Workplace Opportunities

UNIVERSITY OF TORONTO | Wealthsimple Foundation | FEDERATION OF BLACK CANADIANS / CANADIENS NOIRS | RBC

**OBSTACLES À L'EMPLOI DANS LE
SECTEUR FINANCIER SOUS
RÉGLEMENTATION FÉDÉRALE**

JOIGNEZ-VOUS À NOUS ET INVITEZ DES PROFESSIONNELS DES RH QUI
POURRONT VOUS DONNER DES CONSEILS SUR LES POSSIBILITÉS D'EMPLOI!

Premier événement
L'emploi au 21^e siècle
Jeudi 24 février (20h00 EST / 17h00 PST)

Deuxième événement
Parler vrai: Emploi, obstacles et finances
Jeudi 10 mars (20 h HNE / 17 h HNP)

Troisième événement
La poursuite de l'équité dans le secteur financier
Jeudi 24 mars (20 h HNE / 17 h HNP)

Inscrivez-vous pour avoir une chance
de gagner des prix!

Ce projet est financé par le Gouvernement du Canada par
Programme de financement - Possibilités en milieu de travail

UNIVERSITY OF TORONTO | Wealthsimple Foundation | FEDERATION OF BLACK CANADIANS / CANADIENS NOIRS | RBC

First Event

The first event titled “Employment in the 21st Century” was held on Thursday, February 24th by 8pm EST. The Employment in the 21st Century event aims to invite HR Professionals from various sectors who can provide youth and young people tips about job employment, preparation and work opportunities.

Participants: 60 people attended



The event was hosted by Sarah Seh, the Youth Council Communications and Marketing Lead at FBC. There were also 4 panelists for the event; Ome Pius (Team Manager at RBC), Madi Fuller (Early Talent Recruiter at WealthSimple), Caleb Odum (Manager; Inclusive Recruitment), and Teniola Onabanjo (Manager; Inclusion, Diversity and Equity at KPMG).



Second Event

The second event titled “Real Talk: Employment, Barriers, & Finance” was held on Thursday, March 10th by 8pm EST. The goal of this event was to have a more focused discussion and look at the Finance sector. We also used the general feedback on employment challenges from the first event and membership surveys to see how they apply in the Finance sector. This closed session featured business leaders and staff with input on hiring/policy review/ D&I, a facilitated Round Table Discussion with FBC and RBC as the lead, and a fireside chat with RBC.

Participants: 40 people attended



The event was hosted by Sarah Seh, the Youth Council Communications and Marketing Lead at FBC. There were 3 panelists for the event; Louis Ibrahim Usman (Risk Manager at Hatch), Taneca Smith (Audit Manager at KPMG), and Jermaine Murray (Technical Recruiter at WealthSimple).



Third Event

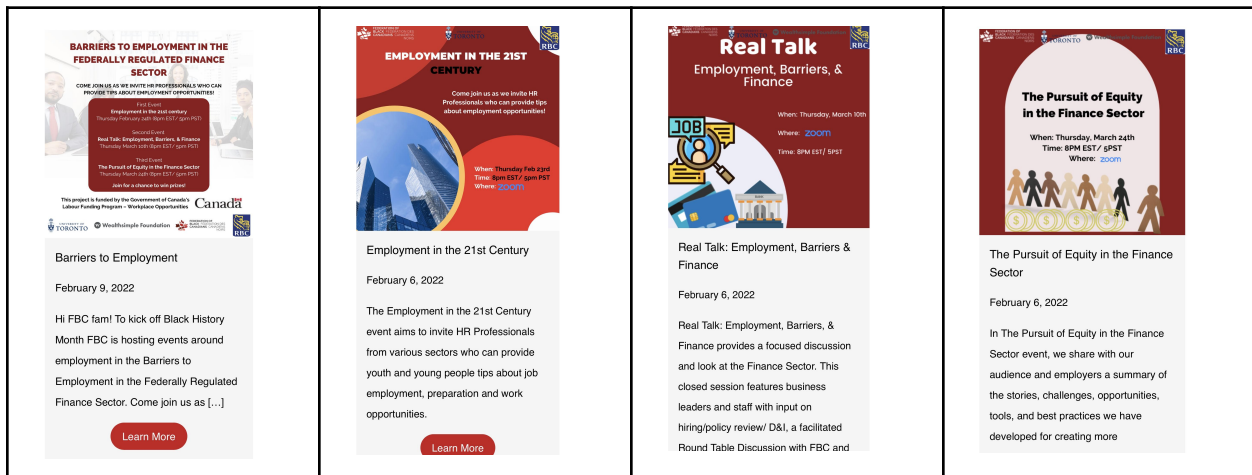
In “The Pursuit of Equity in the Finance Sector” event which was held on Thursday, March 24th by 8pm EST, we shared with our audience and employers a summary of the stories, challenges, opportunities, tools, and best practices we have developed for creating more opportunities for employees and improving work environments. Businesses in the finance sector spoke to the audience about the opportunities their business hopes to bring in the short and long term (job opportunities, training, community events, community support, products, etc.).

Participants: 25 people attended



Website Content

As stated in order to reach a wider audience, we shared information regarding the National events and major news on our [website](#).

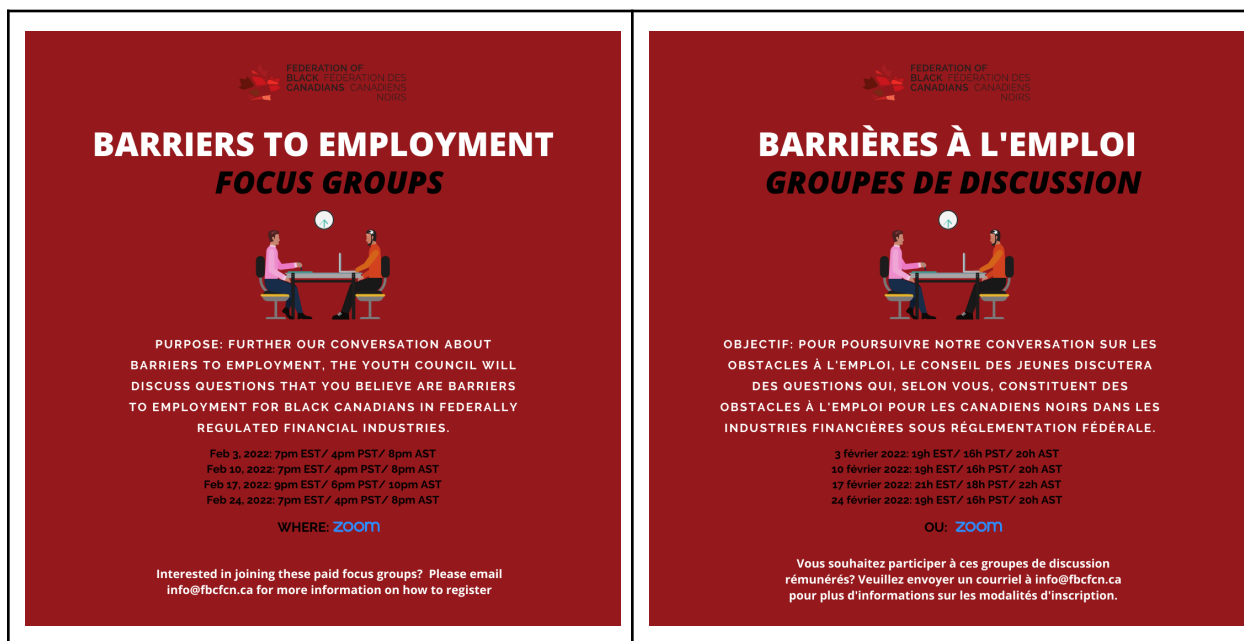


Community Outreach and Engagement

Barriers to Employment Focus Group

The FBC held a Barriers to Employment Focus Group spearheaded by the Youth Council. The Barriers to Employment Focus Group is one of FBC's attempts to identify the gaps in the regulated financial sector from the perspective of Black Canadians. Thus, feedback and insight from the community would help shed light on the unique challenges. Having a more diverse and inclusive industry will definitely benefit the community.

In total, we had 38 people that participated in the focus group discussions.



There were 8 people in attendance and 5 questions were posed to the focus group. Questions that covered the general perception of the financially regulated industry as employers, deterrents to applying for jobs, actual concerns or barriers that have been experienced in hiring processes in the financial regulated sector or in any sector and a brief remark on probable solutions. Listed below are the questions asked and responses from the focus group discussion:

Question one: What detracts you the most from applying for a job in the Federal Regulated Finance Sector?

Responses:

1. People of African descents are more of a minority in the Federally Regulated Finance Sector.
2. Jobs in this sector are low paying at the entry level.
3. People of African descents have little or no knowledge about finance and as such they feel they are not prepared to get into that sector.

4. Lack of training and experience in this sector.
5. Having no representation at the hiring committee during the interview can be very intimidating for the Black person being interviewed.
6. Black students not being familiar with the specific tools being used in projects undertaken within the finance sector.

Question Two: What are some concerns/barriers that you have experienced throughout the hiring process in the financial regulated sector?

Responses:

1. The industry is large making it very competitive, as a result who you know gets you in.
2. The culture of some of the institutions is employing based on referral.
3. Networking is a way to get into these institutions.
4. Systemic Racism is a key factor e.g Banks do not give loans to Black people.
5. Individuals do not want to relate or do work with Blacks in general.

Question Three: Have you or someone you know working in the Federal Regulated Finance Sector experienced microaggressions in the workplace?

Responses:

1. Relying more on networking puts us more at a disadvantage.

Question Four: What do you think is needed to change in the Finance sector to remove barriers to advancement and build a diverse and inclusive workplace culture?

Responses:

1. Create more training opportunities for Black youths to acquire the skills they require to thrive in the finance sector
2. Lack of adequate data is a major issue, ensuring required data is available
3. Change in policies to ensure it's more inclusive.
4. Develop anti-racist policies on HR practices and processes
5. Implement sponsorships and develop opportunities targeted at Black employees
6. Leadership should be diversified so that Black employees can see themselves reflected in leadership in the finance sector
7. Implement targeted recruitment strategies targeted at Black youth

Question Five: From your personal experience did you find barriers to employment in every industry or more in the finance industry/sector?

Responses:

1. Lack of Black owned businesses

Other Thoughts

1. Blacks are beginning to get better opportunities as White privilege is fading out.
2. Blacks are currently being more valued than they were in the past.
3. Volunteering within the communities opens up opportunities into several institutions.
4. Unfortunately, most Black people need connections to bring them into organizations.

Online Survey

We also created an [online survey](#) to understand where our members and the broader community see barriers in both the finance and non finance work sectors.

The respondents were largely made up of Canadians of African Descent at 96.3%. 48.1% of respondents have full-time employment, 22.2% have part-time employment, and 18.5% are students.

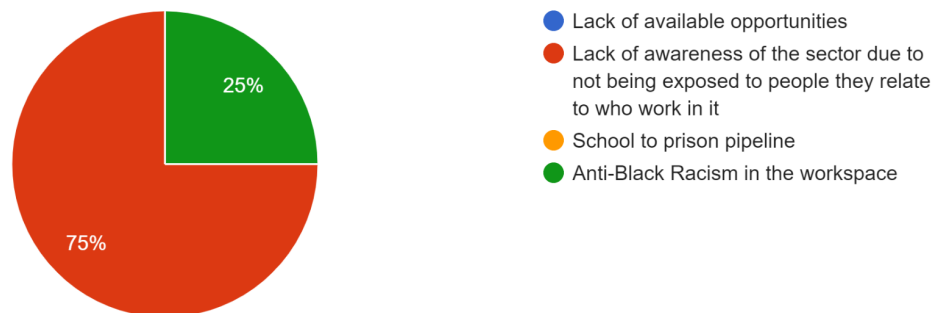
Examples:

What do you think is needed to change in the Finance Sector to remove barriers to employment, or advancement, and build a diverse and inclusive workplace culture?

- a) I would say hiring more BIPOC Folks in management positions and raising awareness amongst the employees. The financial institution that I work for (one of the biggest in Quebec) and our CEO preached all lives matter at a company wide meeting. People in charge shouldnt rely on their POC peers to learn what is correct and what isnt, there should also be more resources put in DE&I and real changes made.
- b) More representation. Seeing people with similar background and pathways
- c) Networking opportunities

What would you consider to be the greatest threat when trying to encourage Black people to seek employment in the Finance Sector?

4 responses



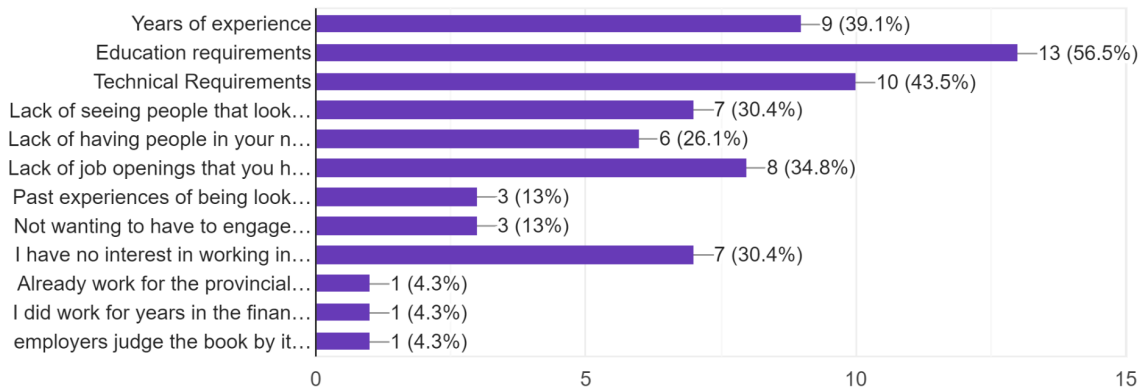
From your personal experience did you find barriers to employment in every industry or more in the finance industry/sector?

4 responses



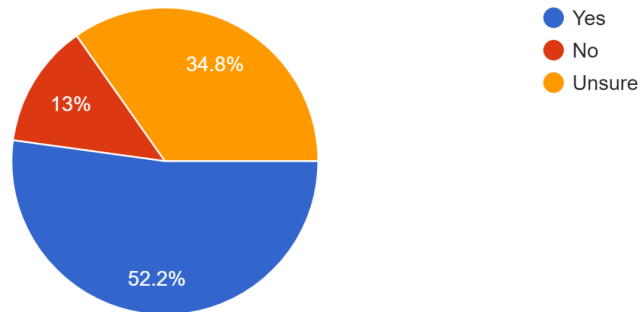
What detracts you the most from applying for a job in the financial regulated sector? Select all that apply.

23 responses



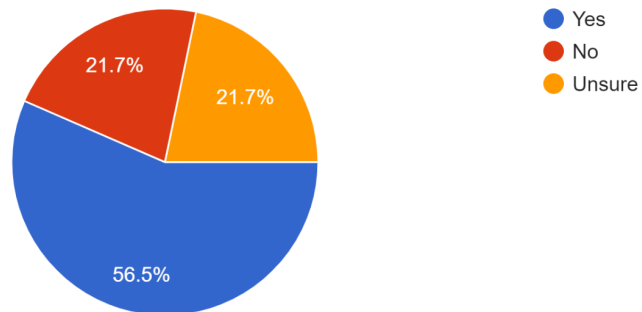
Have you experienced microaggressions in your Sector?

23 responses



Has the lack of diversity in middle/senior management served as a mental barrier/ impediment for you to apply for opportunities you qualify for?

23 responses



Toolkit

The WORBE toolkit was developed through extensive research and feedback from our focus groups and national events. The three recurring themes were; representation, upward mobility and financial literacy. The toolkit aims to address some of the concerns community members have within these focus areas, educate and provide Black Canadians with resources to excel in the financially regulated sectors.

Representation

This section of the toolkit highlights the importance of representation in financially regulated sectors. Through research we've discovered that there are some discriminatory practices still present in the hiring phase, factors like name, hair, age, and accent continue to place barriers on employment for Black individuals.

Resources available in this section include policies that protect employees and employers, workshops and training for allies looking to become more culturally responsive and educational resources.


Did you know?

40% Employers are about **40%** more likely to interview a job applicant with an English-sounding name despite identical education, skills and experience.

Representation in the Financial Industry Statistics

Category	Men	Women
Finance/Insurance	4.6% (Black Men), 3.7% (Other Men)	6.4% (Black Women), 5.9% (Other Women)
Admin	9.7% (Black Men), 4.4% (Other Men)	7.6% (Black Women), 3.5% (Other Women)
Healthcare/Social	6.9% (Black Men), 4.4% (Other Men)	34.6% (Black Women), 11.4% (Other Women)

*Black Men 2019 Census Report *Black Women 2019 Census Report



The Importance of Representation

Representation in financially regulated sectors is important in Black communities due to the disproportionate rates of Black individuals holding managerial positions within this field.

According to Statistic Canada Black men were about 40% less likely to work in management occupations than non-visible minority men (SatsCan, 2021). Where is the data on Black women or members of the Black LGBTQ2SI community within Canada?

Financial Literacy

This section of the toolkit underlines the wealth gap between Black Canadians and the rest of their counterparts. Black Canadians are least likely to understand the stock market and different financial tools and services such as RESP and TFSA in order to build and generate wealth. Through extensive research we have discovered that racialized Canadian investors earned about four thousand dollars less than non-racialized investors, we believe education is a huge factor. Thus, financial literacy is vital in Black communities.

Financial Literacy

Financial literacy in the Black community is crucial for the economic prosperity of Black families across Canada. According to a 2015 report released by the Canadian Center for Policy Alternatives, 60 percent of Black Canadians fell into the bottom half of the national distribution of economic family incomes, compared to 47 per cent of non-racialized Canadians. The 2015 study also exposed further data on members of racialized communities in relation to financial literacy and economic freedom.

Join the Conversation

Did you know?

30.8% of non-racialized Canadians reported getting investment income that year, compared to **25.1%** of racialized Canadians

11.9% of non-racialized Canadians reported capital gains, compared to just **8.3%** of those in racialized groups

Racialized Canadian investors earned an average of **\$7,774** in investment income, compared to **\$11,428** for non-racialized Canadian investors.

Black Wealth Gap in Canada


Average Income for Black Canadians vs non-racialized Canadians
in Canadian dollars

■ Male ■ Female

Group	Male	Female
Non-racialized Canadians	~55,000	~38,000
Black Canadians	~38,000	~32,000

Resources:

Tax Free Savings Account (TFSA)
Emergency Fund
Registered Retirement Savings Plan (RRSP)
Child Tax Credit



Tax Free Savings Account (TFSA)

A tax-free savings account is an account available in Canada that provides tax benefits for saving. Investment income, including capital gains and dividends, earned in a TFSA is not taxed in most cases, even when withdrawn.

Who can open a TFSA?
Any individual that is a resident of Canada who has a valid SIN and who is 18 years of age or older is eligible to open a TFSA.

The TFSA contribution room is the total amount of all of the following:

- the TFSA dollar limit of the current year
- any unused TFSA contribution room from previous years
- any withdrawals made from the TFSA in the previous year

To learn more about your TFSA click [here](#)

We plan to update these resources and tools regularly to include up to date information on ways Black Canadians can be more financially aware.

Resources

- Resume Prep
+
- Interview Tips
+

Upward Mobility

Black individuals within focus groups and events spoke about concerns of not moving up in an organization and asked many of our panelist ways they can look marketable and get promoted within financial regulated sectors. Upward mobility is a key aspect of financial freedom.

This section of the toolkit discusses the low employment rates of Black individuals across Canada and why this is a problem in financially regulated sectors. This section sheds light on ways Black individuals can identify their transferable skills and apply it in their job search.

Resources in this section include resume building workshops, job opportunities (potentially developing an FBC Job board) and videos on how to negotiate salaries.

3 Ways to Identify Transfer Skills

1. Think About the Skills You Have Inquired In Your Day-to-Day Life

We all have **transferable** skills that we use in our daily lives. With how we navigate in our work experiences and in our past education, we have adapted, curated, and molded **hard** and **soft**



skills through these avenues. For example, you may have gained formal training and techniques used in your previous jobs - that is an example of **hard skills**. These are related to knowledge and abilities that you have acquired to perform and execute your job duties. This could include any types of technical skills, marketing, applications, project

management, etc. **Soft skills** are a combination of social and interpersonal skills that you have developed in a professional and educational setting where you may have used certain skills such as patience, teamwork, time management, etc. Both of these skills are crucial and important to have when you are learning how to 'move up the ladder' within upward mobility.



Evaluation

The goal of this campaign was to:

- Hold three national forums to engage members of the Black community and leaders in federally regulated financial institutions;
- Develop an ongoing digital campaign that highlights the various issues and opportunities surrounding employment barriers to create awareness; and
- Create an online toolkit that shares best practice policies, testimonials, and statistics about workplace diversity with employers in the finance sector.

We aimed to achieve this using our various digital channels such as social media posts, events, and community outreaches. Based on our evaluations, we believe we were able to achieve this goal.

Deliverables Met

3 national forums: The FBC met this goal by organizing 3 national events/forums.

- Employment in the 21st century,
- Real Talk: Employment, Barriers and Finance, and
- The Pursuit of Equity in the Finance sector.

Over 400 Black Canadians were engaged: The FBC met this goal by engaging with Black Canadians using our various channels.

- **125** people engaged through the National events
- **38** people engaged through the Focus Groups
- Average of **200+** people engaged on Instagram
- Over **170+** people engaged on Twitter
- Average of **780+** people engaged on TikTok
- Average of **140+** people engaged on LinkedIn
- Average of **680+** people reached on Facebook

25 financial employers are engaged: We had some financial employers who were in attendance at the National events as either speakers or attendees. We also had some who participated in the surveys and focus groups. We were not able to reach as many companies formally as hoped but we were able to build strong relationships with the companies we were able to reach.

- KPMG
- Wealthsimple
- RBC

- Hatch

1 online toolkit showcasing the research results that will be published on FBC’s website to continue the dialogue: The FBC met this deliverable by putting together a toolkit that will be launched on the official website. The toolkit covers three major themes:

- Representation
- Upward Mobility
- Financial Literacy

Report of recommendations about diversity, inclusion, and hiring practices:

- The Government of Canada should prioritize newcomers/ immigrants who are joining the workforce to have resources in different languages if their native tongue is not English. This will ensure that information regarding employment is accessible to everyone.
- Government involvement in updating policies such as the employment equity act would be to ensure equal employment opportunities by creating the framework to include more Black representatives.
- In order to remove barriers to employment and equity in workplaces, organizations should adopt an anti-racism workshop or anti-oppression toolkit that would be introduced at the start of their employee's date of service.

Summary on the methodology used to gather data and create the online toolkit: 3 Forms of research methodologies were used in gathering the data for the toolkit development. They are:

1. Qualitative research: done through focus groups, reviewing zoom recordings, events questions and feedback from panelists.
2. Quantitative research using a deductive approach: We collected data through charts and graphs from various sources such as Statistic Canada, The Canadian Center for Policy alternatives, and FBC survey data.
3. Literature Reviews: We used different databases such as the UofT library to research journal articles on hiring practices in Canada. Very minimal efforts are made in this research practice in Canada so we also referred to american literature to see the intersections.

1 Final report to ESDC: The formal ESDC report template has been filled out by our Executive Director and this report serves as a more community friendly and holistic report.

Survey Findings

For respondents that work in the financially regulated sector, the two most common detractors for applying to jobs are years of experience and education requirements. The majority of these respondents (75%) consider the greatest threat when encouraging Canadians of African Descent to seek employment in the finance sector to be lack of awareness of the sector, due to not being exposed to people they relate to who work in it. The same respondents believe the

Finance sector is not the only sector with barriers present in the workplace. Half of the survey respondents believe that a lack of diversity in middle/senior management served as a mental barrier/ impediment. In addition, 75% of survey respondents typically research an organization's diversity quota, diversity and inclusion training or policies prior to applying for jobs.

Barriers to Employment Focus Group

From the focus group discussion as well as provincial hub discussions on the Barriers to Equity and Employment, we were able to evaluate the following:

- The perception is that the sector is white dominated most specifically in investment banking and private equity.
- There were remarks on discrimination, racism and micro-aggressions experienced within the financial sector and barriers to promotions. For a career driven individual upward mobility in this sector is minimal.
- The general perception is that personal connections, networks, and family advantages are what is required to work in this industry. Lack or representation of Black people in middle - senior management positions or interviews
- There were stories recounted about discrimination against immigrants because of their accents and higher level of education or background. Some immigrants are concerned about the lack of recognition of their educational achievements.
- Due to differences in cultural backgrounds and preferences, employers automatically feel Black Candidates will not be a good cultural fit for the organization. In the same vein some Black candidates are deterred from pursuing careers in this sector.
- The general impression from the Black immigrant community is to conceal ethnicity through names on a resume to stand a better chance in the hiring process.
- Most times before applying potential candidates search company resources to learn more and check the level of representation in management or in the hiring committees,
- Organizations should employ different methods of recruitment like resume anonymity and using non-traditional hiring platforms to get diverse candidates.
- Some recommendations were to consolidate efforts towards Wealth building and creating a legacy of wealth in the community to improve knowledge and create establishments in the financial sector.
- To improve the structure of accountability, cultural sensitivity towards understanding differences.

Finance

The funding for this project was provided by the Government of Canada. The total of the contract was \$203,293. Our team worked collaboratively with the RBC Canada, and University of Toronto to carry out the campaign.

Lessons Learned

Challenges

- Unexpected Fall National Election meant our project start was delayed to late October instead of early September
- At this point in Covid19 it becomes more and more of a challenge to get consistent attendance at events with all being digital and people having overload of screen time everyday
- This grant project was only for 7 months but technically seeking change around systemic problems. While it was possible to get a conversation started and even engage some companies in the topic it was very unlikely we could drive home formal company changes to HR/ Work Culture/ and Hiring practices in such a short period of time. Thus we focused on awareness building, and developing recommendations we could later share and hopefully get companies to pledge/ indicate they would review and or engage employees who would try to push forward the findings for attention from company leadership

Wins

- The program brought together FBC, UofT the Bridge, and RBC Canada and our collaborations intend to go on past this project.
- We were able to complete three successful national digital events with positive feedback
- We were able to connect community members to recruiters in the sector that want to help provide opportunities and break down barriers
- We were able to engage additional companies such as WealthSimple to develop project partnerships past the ending of this project
- We were able to engage over 300 people directly in this project
- Our social media reach was over 30,000 on Instagram & Facebook, over 5,000 on TikTok, over 51,000 impressions on Twitter and over 3,000 unique impressions on LinkedIn.
- Received a lot of insights, tips, resources to include in our digital toolkit for public access
- We were able to solicit a wide variety of information, stats, best practices, and resources to put into our Digital ToolKit that will be accessible to community via our website

Overall Recommendation for Decreasing Barriers

- Marginalized groups need to be exposed to the sector more and by people who they relate to. Representation matters when promoting new and or higher opportunities
- Companies need to be intentional about where and how they recruit to intentionally change their internal make up. Ex: looking at missed communities, neighborhoods, and or schools where they may not traditionally have been.
- In order to remove barriers to employment and equity in workplaces, organizations should adopt an anti-racism workshop(s) or anti-oppression toolkit that would be introduced at the start of their employee's date of service.
- Workplaces should be reviewing their employee makeup at all levels on a 1-2 year basis to analyze their ethnic makeup compared to the general community makeup.