



Annual Report for the year 2024-2025

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## INTRODUCTION

As we mark AvenueNB's third year of operation, I am energized by the momentum we've built and the impact we continue to make.

From our early days as a new cooperative to becoming an industry model, we have demonstrated how collaboration can create real impact for persons with disabilities in New Brunswick. Our journey has been shaped by the strength of our team and the trust and engagement of our members.

This past year has been one of steady growth, innovation, and deepened partnerships. We have continued to refine our programs, align our operations, and expand our reach across the province. Our commitment to person-centered service delivery and equitable access remains at the core of our work, guiding every decision we make.

The pages ahead reflect both the measurable outcomes of our efforts and the stories behind them. They showcase the power of collaboration and the difference it makes when we come together with a shared purpose.

Thank you to our staff, Board, members, and partners for your continued belief in our mission and for walking this path with us. We look forward to what lies ahead.

Warmly,



**Nathalie D'Amours**  
**Executive Director**  
**Directrice générale**



**Charles Levasseur**  
**Chair of the Board**  
**Président du conseil**

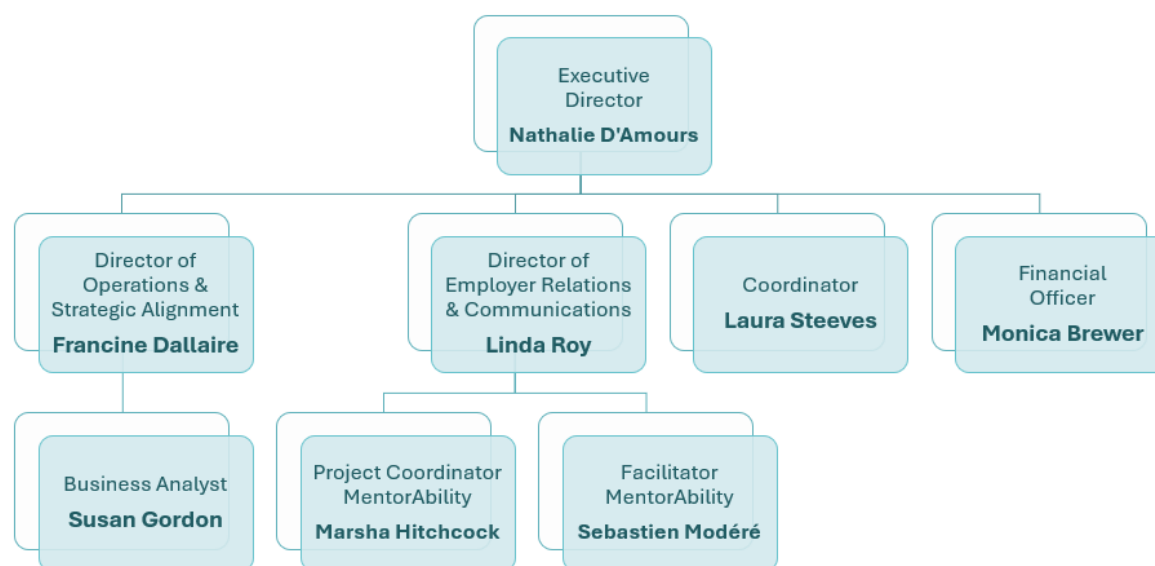
## BACKGROUND

AvenueNB Cooperative is a provincial non-profit organization of 22 member agencies across the province working to remove barriers and increase employment rates for persons with disabilities.

Since its establishment in 2022, avenueNB's goal has been to enhance the employment opportunities for individuals with disabilities in the New Brunswick labour market. Recognizing that New Brunswick had the second lowest employment rate for persons with disabilities in Canada, we identified the need for a comprehensive system revamp. By uniting services within a cooperative model, we have been able to formulate a provincial strategy, identify gaps, and improve operational effectiveness. Through a cooperative approach, all specialized agencies have a platform to promote the unique needs of each of their population while the centralized approach allows us to prioritize gap areas to ensure service equity.

## ADMINISTRATION

In 2023-2024 the team continued to grow and develop the organization's needs. Roles were adjusted to reflect our growing operations.

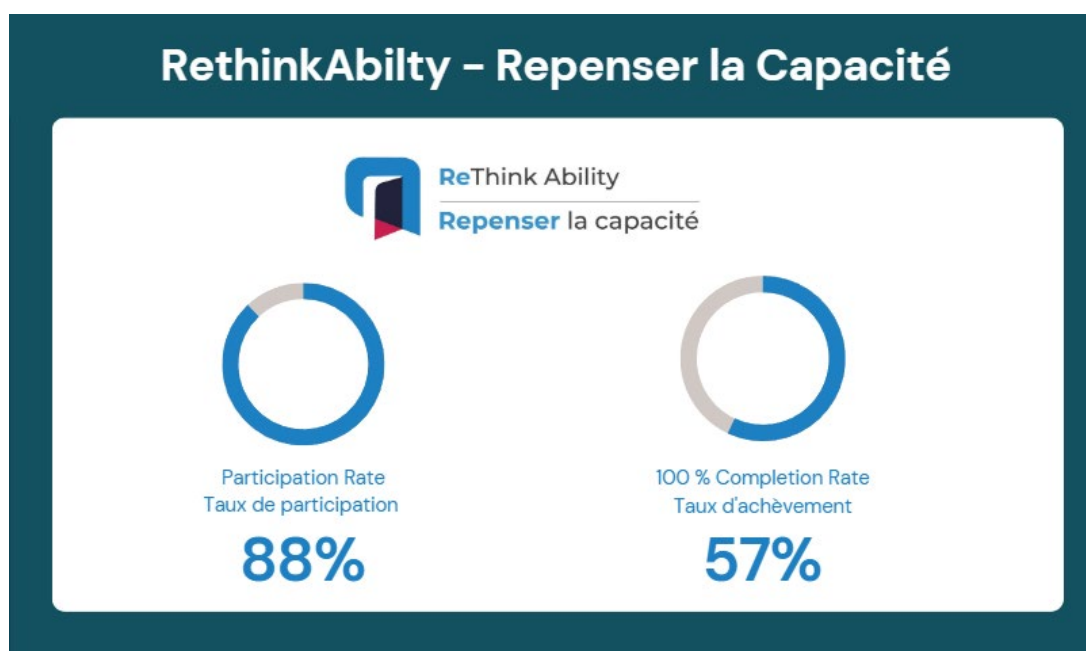


## PROFESSIONAL DEVELOPMENT

One of the roles of avenueNB is to provide opportunities for professional development and engagement for member agencies.

### ReThink Ability Campaign

The ReThink Ability Campaign was launched to provide avenueNB agency employees with comprehensive access to the training modules for a duration of one year. To incentivise completion, prizes were drawn amongst those who successfully completed all modules. The primary objectives were to ensure that staff received essential training to enhance service delivery and for them to become ambassadors of the product to actively promote it to employers and partners. Congratulations to all those who participated and the 57% who completed all the modules!



### Annual Forum

Our annual forum took place in Moncton New Brunswick on May 22-23, 2024. This forum sets out to provide quality content related to employment of persons with disabilities, an opportunity to network with peers, and finally coming together to celebrate our successes! The forum was attended by 89 participants from all cooperative agencies across the province.

## Forum Sessions and Presenters:

**MentorAbility** - Marsha Hitchcock (avenueNB)

**Rethink Ability** - Nathalie D'Amours (avenueNB)

**Mental Health Coping Toolbox** – Luc Couturier CMHANB

**Federal Employers Panel** – Christin Lanteigne (Canada Post), Jean-Claude Do (Indigenous Services Canada)

**Networking Activity** - Linda Roy

**Assistive Technology** – Nadine Wilson (Neil Squire)

**Autism and Employment** – Liette Lanteigne and Valerie Laporte

## SECTOR ENGAGEMENT

Meeting with **Minister Turner** Post-Secondary Education Training and Labour April 30, 2024

**Legislative Lunch** -Disability Awareness Week- May  
**Career Expo and Networking Event** Saint John Co-hosted with Key Industries May 30, 2024

**CASE Conference** - Regina June 11-13, 2024

**Disability and Work Canada Virtual Policy**

**Roundtable** - June 25, 2024

**Future NB Wabanaki Employer Committee**

Post-Secondary Education Training and Labour

**South-West NB Annual Business Summit** Saint John - June 26, 2024

Meeting with Conrad Saulis **Atlantic Disability Indigenous Council**

**Chartered Professionals in Human Resources**

**Atlantic Conference** Oct 7-9 2024 (exhibitor table)

**Light it Up! for National Disability Employment Disability Awareness Month** Multiple locations across NB Oct 24, 2024

**Tourism HR Summit – Belong** Saint John NB - Nov 12, 2024

**NB Career Development Association** (co-mc, present session, exhibitor table) Nov 26-28 2024, Moncton

**Cannexus Conference** Ottawa – January 27 to 29, 2025

Meeting acting **Minister of PETL Jean-Claude D'Amours** - Feb 13, 2025

**Inclusive Hiring: Resources for Businesses in NB** Chamber of Commerce Fredericton (Presenter) Feb 18, 2025

Construction Association of NB, **Skilled Trades Consortium Executive Committee** Fredericton Feb 26-27, 2025 (and onward)

**Forum Pénurie de main d'œuvre** la Région Chaleur et CENB March 2025

**Salon de l'emploi Collège Communautaire NB** Dieppe March 2025



## EMPLOYER SERVICES

### Job Developer Initiative

The Job Developer Initiative launched in January 2024 to strengthen employer connections and create more employment opportunities for persons with a disability. Member Agencies from the Southwest and Northeast regions were invited to join the pilot project, with one Job Developer added in each region. These Job Developers work collaboratively with all Member Agencies in their area to build relationships with employers and identify potential job openings for persons with disabilities. This initiative has enhanced employer engagement, increased employment opportunities, and strengthened the support network for job seekers with a disability.

**Number of new employer connections: 70**

**Number of successful employment opportunities: 3**

### MentorAbility

AvenueNB serves as the provincial hub for the national MentorAbility program. Funded through Canadian Association for Supported Employment (CASE), it plays a crucial role in promoting employment inclusion by connecting persons with disabilities with mentors in their fields of interest and promoting awareness with employers.



## Environmental Scan of Employer Services

The objective was to gain insights into the current employer engagement landscape, identify opportunities for growth, and establish key performance indicators (KPIs) to measure progress.

Data for this report was gathered through:

- An in-depth review of 2023/2024 Final Reports submitted by Member Agencies.
- A survey distributed to all Member Agencies.

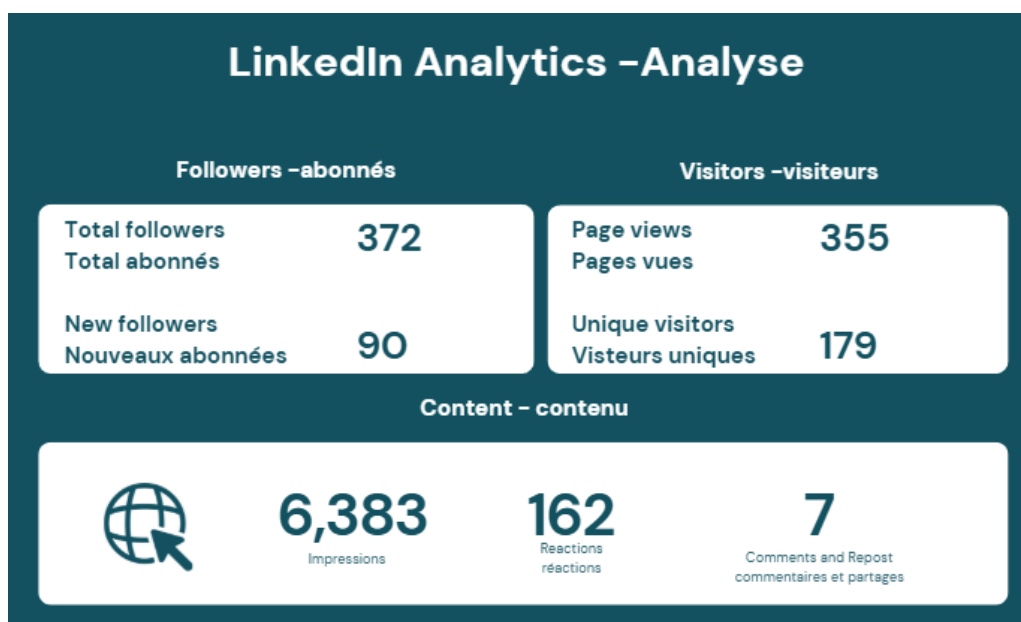
### The four main recommendations from the scan are:

- Standardize Employer Tracking Practices
- Address Employer Barriers Through Targeted Outreach and Education
- Enhance Employer Support and Retention Strategies
- Leverage Existing Resources to Strengthen Employer Engagement

## COMMUNICATIONS

### Social Media Analytics

We increased social media engagement and its substantial impact on outreach and communication with both employers and job seekers. This growth has facilitated more dynamic exchanges and broadened the reach of our services, ensuring timely and relevant information dissemination.



## STRATEGIC ALIGNMENT AND OPERATIONS

### Salesforce Implementation

We collaborated with developers to design and implement a custom contract management system within Salesforce. Tailored to meet our unique operational needs, the system has significantly improved our ability to track, manage, and report on contracts. The enhanced functionality has led to greater efficiency, better data accuracy, and a more streamlined workflow across the organization—marking a major step forward in our internal processes and offers more transparency for agencies to see their target progress as well as financial status.

### Contract Optimization

As part of our continuous improvement efforts, we undertook a comprehensive contract optimization exercise this year. This process involved reviewing all existing agreements to identify opportunities for alignment, efficiency, and cost-effectiveness. By streamlining contract terms, clarifying deliverables, and ensuring consistency across agreements, we strengthened our contractual framework and positioned ourselves for more effective partnership management going forward.

### Operational Plan

This year, we developed a detailed operational plan rooted in the Board's strategic plan, which was adopted by the membership in December 2024. The operational plan outlines clear objectives, timelines, and performance indicators to guide our priorities, resource allocation, and service delivery. It serves as a practical roadmap to ensure our day-to-day activities remain focused, coordinated, and aligned with our long-term vision and the evolving needs of those we serve.

### Organization Structure Review

As part of our commitment to organizational effectiveness, we engaged the Chapman Group to review our internal structure and ensure alignment between roles, responsibilities, and strategic priorities. This comprehensive analysis not only refined our organizational chart and updated job descriptions, but also considered our future human resource needs to support long-term sustainability and growth. By proactively assessing current and anticipated capacity, we have strengthened role clarity, accountability, and positioned the organization to adapt effectively as demands evolve.

## Cooperative Agencies Targets and Results

### Employment Targets and Results

#### Cibles et résultats d'emploi



Impact snapshot  
Aperçu de l'impact

99%

693 persons employed  
(target 700)  
693 personnes employées  
(objectif 700)

3399

Participants served  
Participants servis

171

Jobs saved  
Emplois sauvés

69%

Still employed after 6 months  
Toujours employé après 6 mois

58%

Still employed after 12 months  
Toujours employé après 12 mois

Participants accessed a variety of services including **Pre-Employment** and **Transition, Job Search, Career Exploration, Self-Employment, Accommodations and Supports** during **Post-secondary Education**, and **Maintenance** on the job.

The results for employment obtained in Quarter 4 were slightly below the target for the 1<sup>st</sup> time in 3 years. It was general and across 65% of member agencies. Given the current complexities of the labour market, several external factors may have contributed. These could include: Slower hiring cycles as employers adjust to economic uncertainty; Clients withdrawing due to cost-of-living pressures. We recognize the importance of fully understanding this shift and are undertaking further analysis to identify contributing factors and opportunities for targeted adjustments in service delivery.

## FINANCIALS

### Revenues

Provincial Funding	\$12,000,000.00
Federal Funding	\$188,229.40
ReThink Ability	\$17,392.53
Other revenues	\$6,600

<b>Total Revenues</b>	<b>\$12,212,221.93</b>
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### Expenses

Operational Costs	\$952,754.12
Contracted Employment Services	\$10,275,013.27

<b>Total Costs</b>	<b>\$11,227,767.39</b>
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## BOARD DIRECTORS AND COMMITTEE CHAIRS

**Charles Levasseur (Neil Squire)** Moncton  
Chair of the Board  
Chair of the Strategic Planning Committee

**Trisha Heppell (Key Industries)** Saint John  
Vice-Chair  
Chair of Governance Committee

**Meagan Henheffer (InclusionNB)** Fredericton  
Treasurer  
Chair Financial Committee

**Cathy Pelletier (EmploiHabilité Plus)** Edmundston  
Human Resources Chair

**Rania Malik (Hire Potential)** Saint John  
Shared Provincial Services Chair

**Jane Moore (Vision Loss Rehabilitation New Brunswick)** Bathurst  
Director

**Gérald Leblanc (Agence Résidentielle Restigouche)** Campbellton  
Director

**Julia Latham (Member at large)** Fredericton  
Director

We extend our sincere thanks to our dedicated Board of Directors for their ongoing guidance, leadership, and support throughout the year. Their commitment to avenueNB's mission and vision continues to be instrumental in advancing our work and strengthening our impact across the province.

**WORKING NB**  
**TRAVAIL NB** 



Canadian Association for  
Supported Employment