



FindMe

Personalized visualization of services and events nearby, to help newcomers find relevant opportunities with respect to their location

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Imagine you are a newcomer to Toronto.

You speak another language.

You don't know anyone else.

You are given a checklist of items to accomplish.

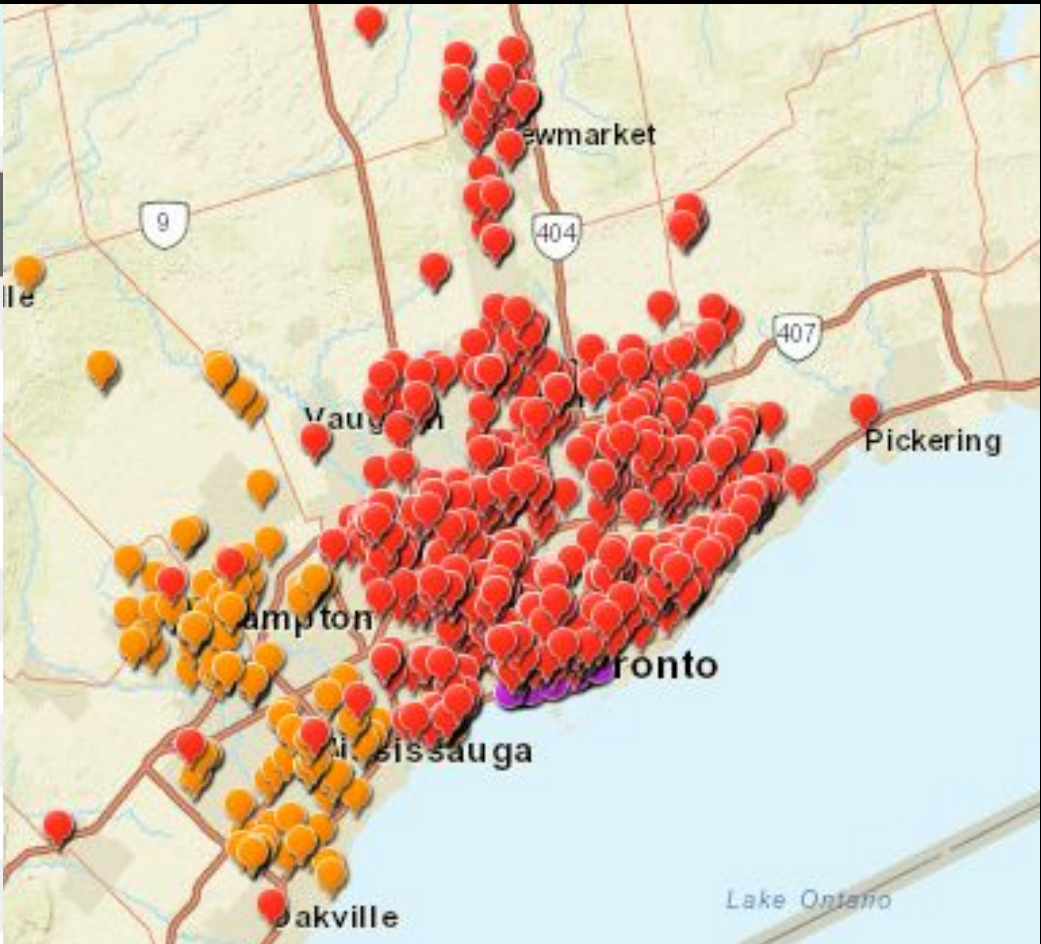
Newcomers could better utilize specific services within their communities if information awareness were increased.

Principal Economic Applicants	# Admitted in 2015	# Used Settlement Services between 2015-2017	% of total
	76,661	24,050	31%
Resettled Refugees	# Admitted in 2015	# Used Settlement Services between 2015-2017	% of total
	21,022	15,102	72%

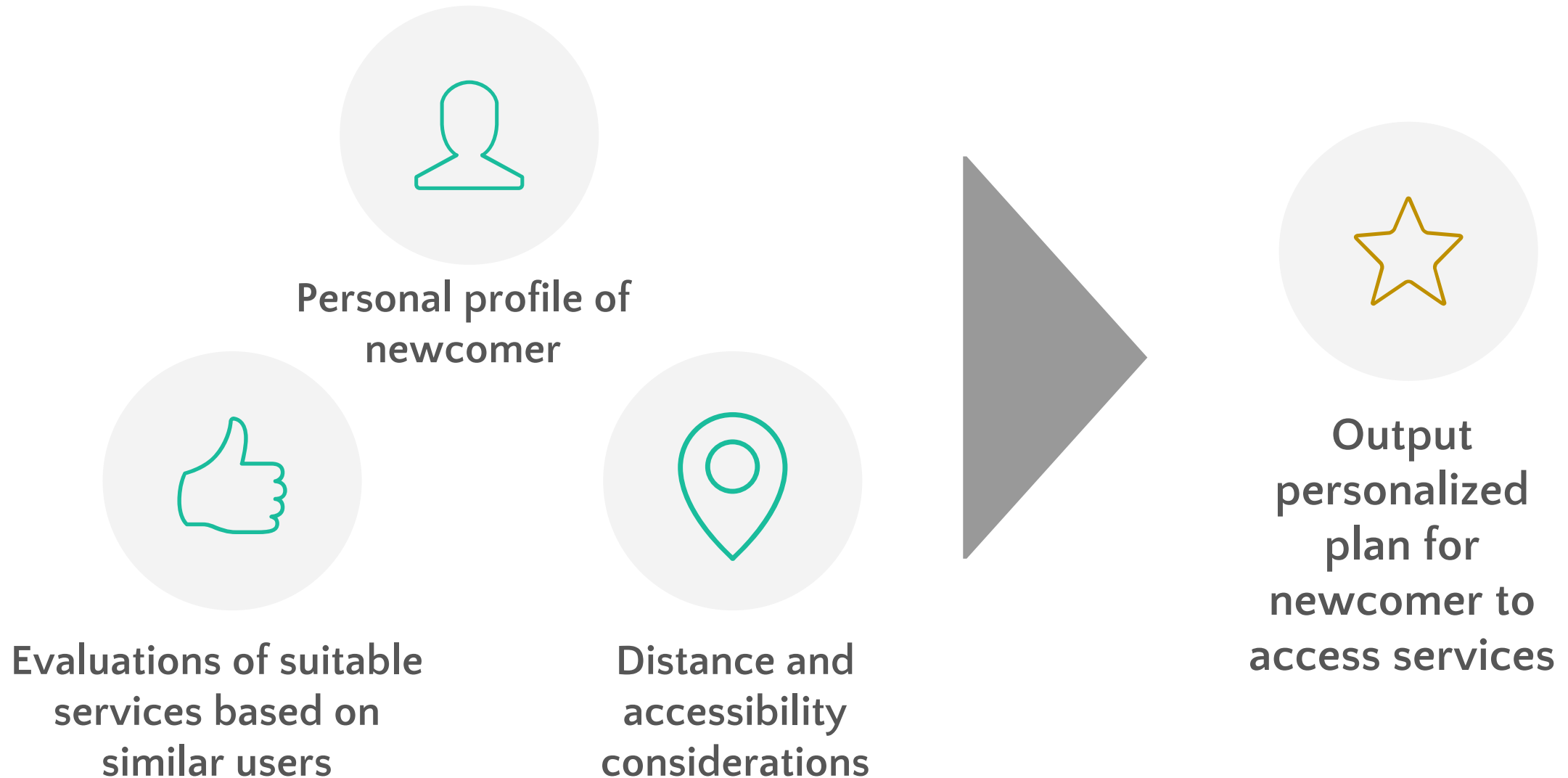
Current searches of services for newcomers present an overload of information that are not personalized to their needs.

Table showing results for toronto

Organization	Address	City
Newcomer Women's Servic...	745 Danforth Avenue, Suite...	Toronto
Toronto Integrated Service ...	3850 Finch Ave E, Suite 403...	Toronto
Centre francophone de Tor...	555 Richmond Street West, ...	Toronto
Canadian Centre for Victim...	194 Jarvis Street, 2nd Floor ...	Toronto
Canadian Centre for Victim...	1527 Victoria Ave, 2nd Flr, T...	Toronto
Community Action Resourc...	1652 Keele Street Toronto ...	Toronto
COSTI Immigrant Services	Welcome Centre Immigrant...	Toronto
Cross-Cultural Community ...	302 Spadina Ave, Unit 206, ...	Toronto
CultureLink Settlement and...	2340 Dundas Street West, S...	Toronto



FindMe will recommend relevant services located near users.



FindMe



Services Events Favourites

Toronto Career Fair

Downtown Toronto

Career fair focusing on mid-late career professionals.



4.5



5.0



1.5h



I found that there were many opportunities for employment in finance.

Drop-in Language Class

North York

Weekend drop-in English language class for newcomers.



Customize

Employment ☒

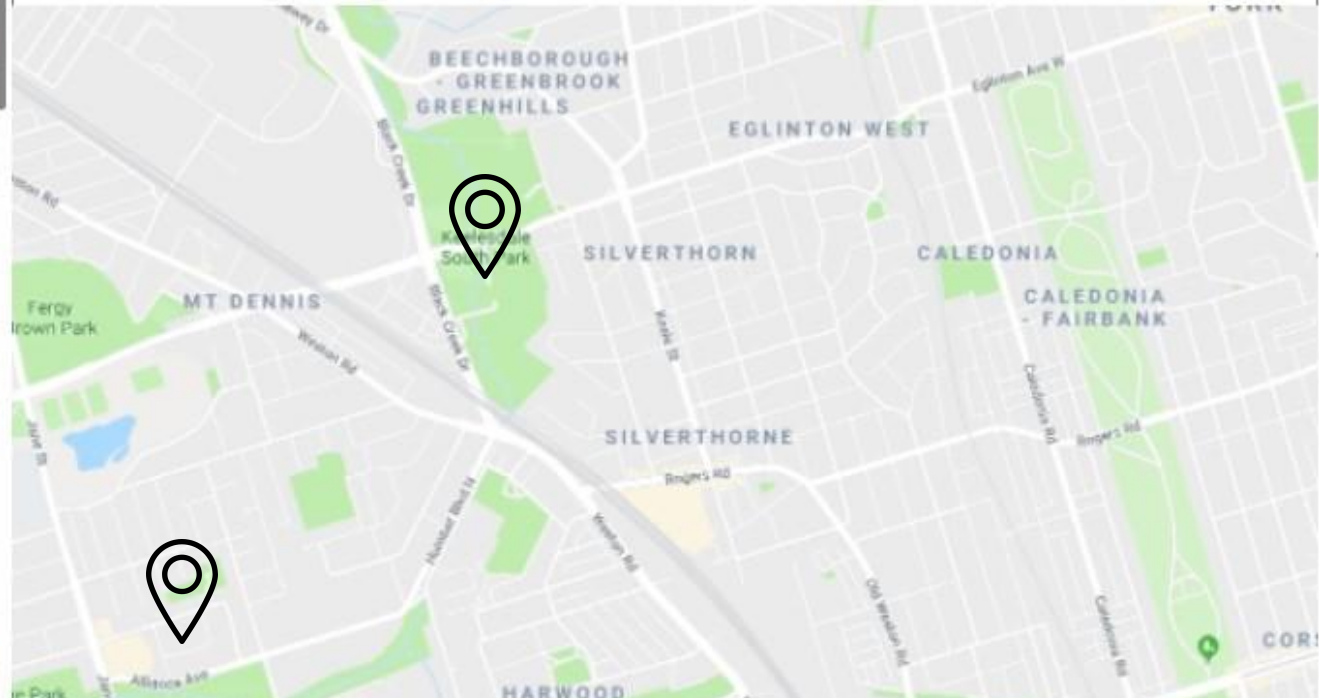
Schools ☐

Community ☒

Child Care ☐

Healthcare ☐

Government ☐



We will collect a base of services for newcomers by using open data sources and by partnering with organizations such as Peace Geeks and 211.

Open data sources

Lists of services, events, and their locations, from the City of Toronto & Canadian Government

PeaceGeeks

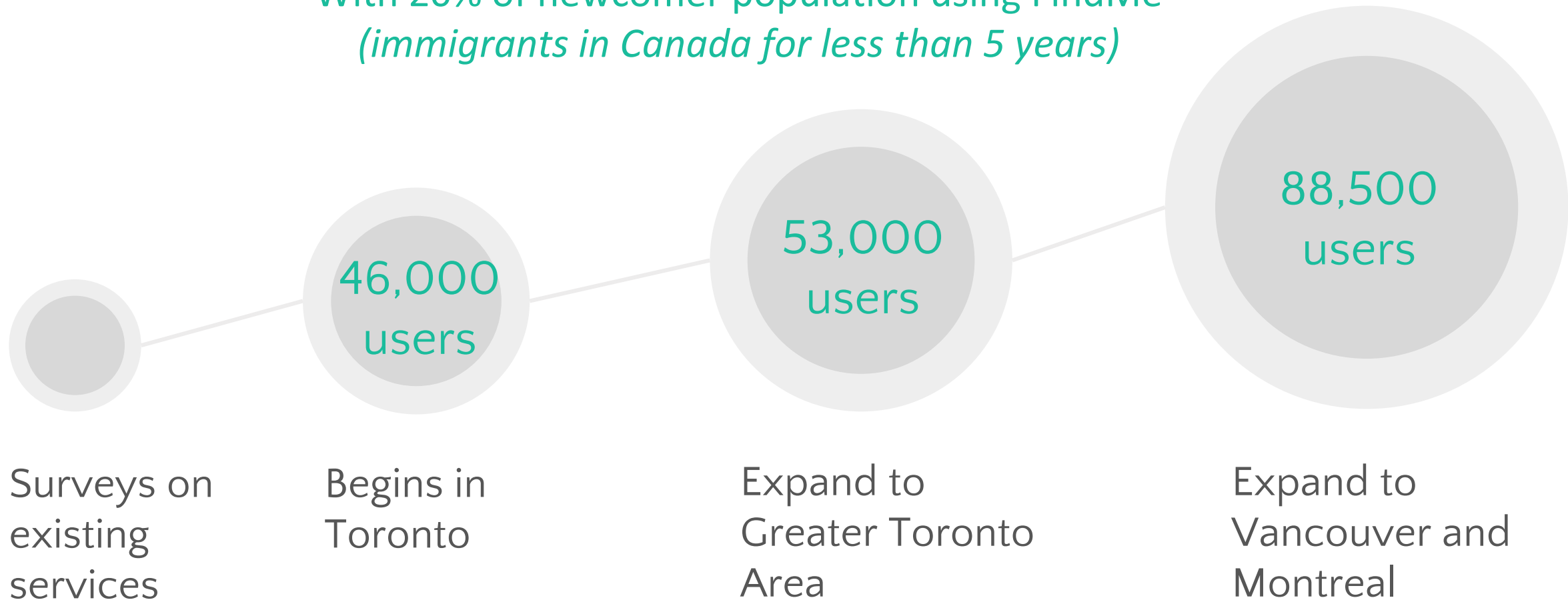
Leverage existing research and information on the types of services immigrants need.

211 Community Services

Make use of additional service listings and location data available through 211.

Our service will scale up by targeting the newcomer immigrant population in Toronto and expanding to the rest of Canada.

With 20% of newcomer population using FindMe
(immigrants in Canada for less than 5 years)



FindMe will create a direct economic impact to Canada's economy by facilitating the reduction in unemployed and underemployed newcomers.

\$ 1.5 Billion

In lost income tax caused by unemployed and underemployed immigrants in Canada



\$ 30 Million

Impact that FindMe can achieve targeting to help 5% of the newcomer population find suitable employment

58%

Canada's newcomer population live in Toronto, Vancouver, or Montreal

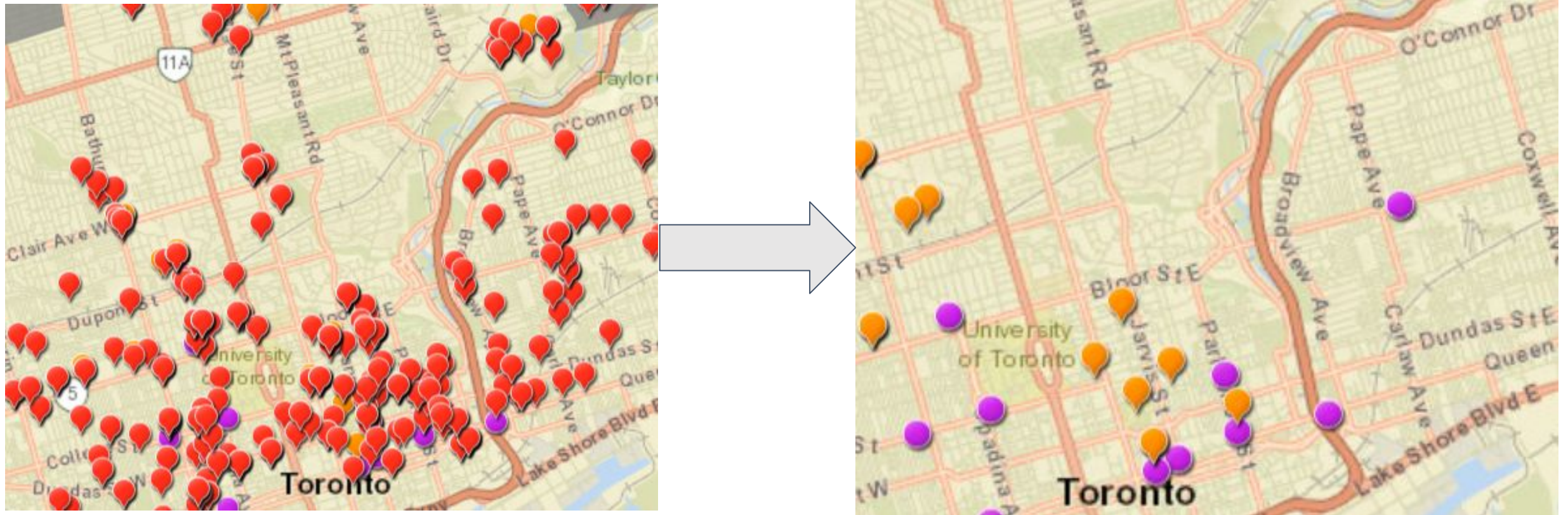
> 4%

higher unemployment rate than settled immigrants and more likely to face underemployment

Appendices

Let's start with what services are there and how can I find the ones relevant to my needs?

Our goal is to increase newcomers access to relevant services located near them.



Sources:

<https://www.kidsnewtocanada.ca/beyond/resources>

<https://settlement.org/findhelp/ontario/york/>

<https://helpingnewcomerswork.ca/programs/>

<https://www.toronto.ca/community-people/employment-social-support/employment-support/toronto-employment-and-social-services-locations/>

<http://www.ureachtoronto.ca/toronto-services-map/>

<https://www.arcgis.com/apps/View/index.html?appid=52ee67dfda184471b2353f5c2abfb3fc>

<https://www.toronto.ca/wp-content/uploads/2018/01/853e-newcomer-welcome-brochure-english.pdf>

Appendices:

Checklist for new immigrants

- **Before you leave the airport, check out the newcomer welcome centre.** At the Toronto Pearson International Airport, look for the Immigrant Reception and Information Services (IRIS) kiosks. At the Vancouver International Airport, go to the Community Airport Newcomers Network(CANN) kiosk. These kiosks will have pamphlets and resources to help you in your first days in Canada.
- **Find temporary accommodation for your first few nights after landing and then start looking for a longer-term rental in the city and neighbourhood of your research.** Ensure you do some research on where you want to reside for the longer term before committing to a lease. Learn more about housing considerations here. <link to Settling in Canada>Find a Home.
- **Obtain a good street map, a telephone book and the Yellow Pages.** These resources will be important tools in your first days as you get to know your neighbourhood and search out local services.
- **Visit a local immigrant settlement agency.** Such non-profit organizations receive government funding to offer newcomers services, such as free ESL training, settlement counselling, employment workshops and more. They also often have host programs that buddy up newcomers with volunteers who help guide them through their first few months in Canada.
- **Get your permanent resident (PR) card, a wallet-sized, plastic status card that replaces your paper IMM 1000 Record of Landing document.** It's convenient proof of your permanent resident status. For more information, call 1-800-255-4541.
- **Apply for your Social Insurance Number (SIN) card.** Without it, you cannot get a job or apply for any government assistance or credit. Applications for a SIN card can be made through a Services Canada office — check the blue pages of

Statistics show that a majority of immigrant newcomers have difficulty accessing services.

1. Job fairs and opportunities
2. Cultural events offered within their community
3. Community center services
4. Healthcare services

Issues with lack of utilization of services

1. Underemployment of highly skilled immigrants contributes to job precarity
2. Isolation and lack of community integration
3. Health care emergencies

Other Considerations

Translations

Data Science
best practices,
data security

How to convince
people to use
this

Keeping up to
date and
relevant

Funding,
government and
immigration
support

crowdsource
events and
services

|Data science
details, 2 fit
scores

Target group:
newcomer
immigrants, 0-2
years, have
some stats to
prove it

Newcomers could better utilize specific services within their communities if information awareness were increased.

Although 63%

reported that personalized
attention is helpful in their
job search

Less than 50%

of immigrants actually
connected with an immigrant
serving agency