

# MEASURING WHAT MATTERS

USING EVALUATION TO DRIVE GROWTH AND COLLABORATION

P2P CONFERENCE, NOVA SCOTIA

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### ABOUT POLYCULTURAL

**Our mission:** Individuals and communities have an equal opportunity to be productive members of the Canadian society.

A dynamic and diverse organization that serves communities in Ontario.

A registered charity governed by a volunteer Board of Directors.

Funded by the Government of Canada, Province of Ontario, City of Toronto, Region of Peel, United Way Greater Toronto.







- SETTLEMENT SERVICES FOR NEWCOMERS
- RESETTLEMENT SERVICES FOR REFUGEES
- EMPLOYMENT PROGRAMS
- PROGRAMS FOR SENIORS
- PROGRAMS FOR YOUTH
- WELL-BEING AND SPECIALIZED PROGRAMS



"The goal is to turn data into information, and information into insight."

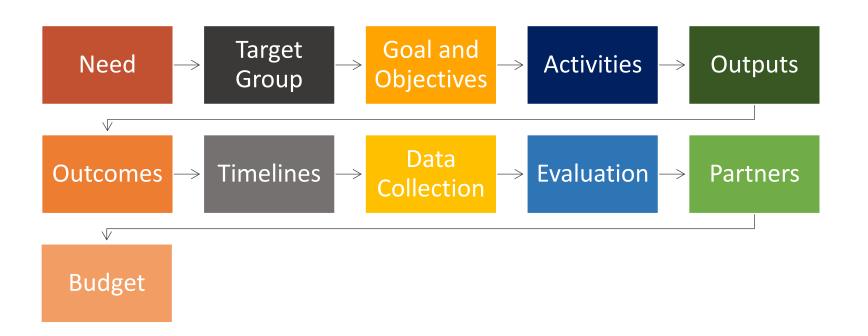
Carly Fiorina

"Without data, you're just another person with an opinion."

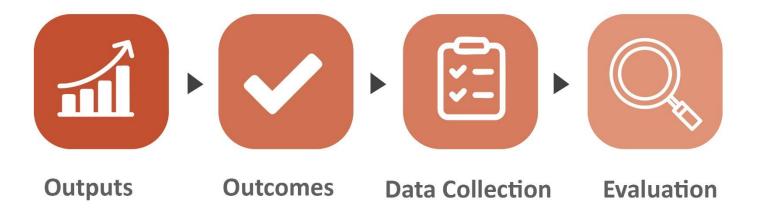
W. Edwards Deming



# KEY PARTS OF THE PROJECT







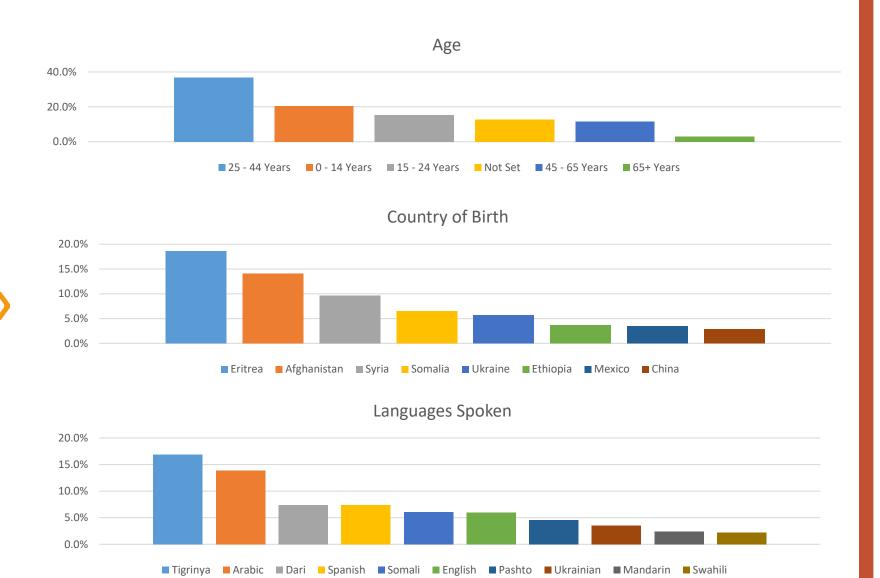


# WHY EVALUATION IS IMPORTANT IN THE NON-FOR-PROFIT SECTOR?

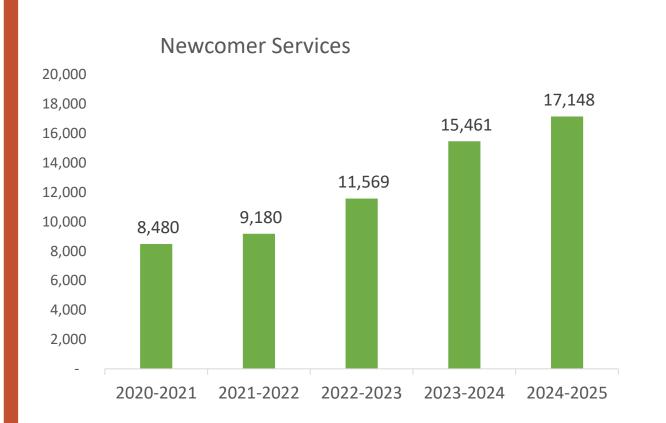
- Demonstrates impact
- Informs decision making
- Supports funding and accountability
- Improves service delivery
- Strengthens collaboration

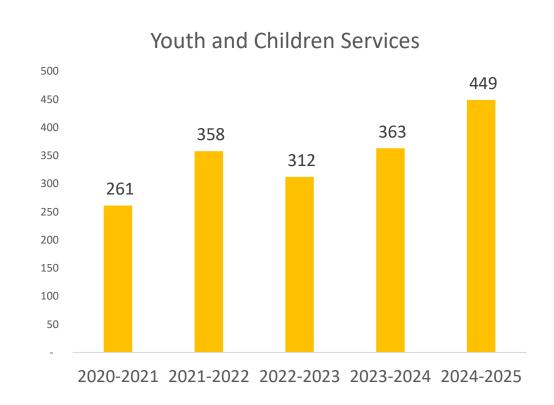


# CLIENT PROFILE 2024-2025



#### INDIVIDUALS ASSISTED









#### **HARMONIA**

Equity, Inclusion, Diversity and Anti-discrimination (EIDAD)

## FRAMEWORK SCORECARD 2024

#### **SURVEY HIGHLIGHTS**



88% of staff and volunteers were born outside of Canada	64% of coordinators, managers and directors are women
82% of staff and volunteers are racialized individuals	57% of board members are women and 29% identify as racialized
<b>76%</b> of staff and volunteers have a first language other than English and French	<b>55%</b> of coordinators, managers and directors are racialized individuals

# PROGRAM GROWTH









# SENIORS HUB LAUNCHED IN JANUARY 2024





# **OUTPUTS 2024 - 2025 FISCAL YEAR**

- Over 550 unique individuals registered
- Over 500 group activities delivered
- 37 home bound seniors connected to government and community resources
- Formal partnerships:
  - UTM
  - MOHT (Seniors Portal)
  - EcoSource
  - triOS College
  - Indus
  - Functional Mind & Body
  - Heritage Mississauga

# OUTCOMES

- Anonymous survey responses from 115 participants
- Reduced Isolation: 85.71% of members feel less isolated and lonely.
- Community Connection: A near-universal 97.37% feel more connected to their community.
- High Satisfaction & Loyalty: 99.13% rate their experience positively, with over a third of members staying for more than a year.



QUALITATIVE EVIDENCE & TESTIMONIALS





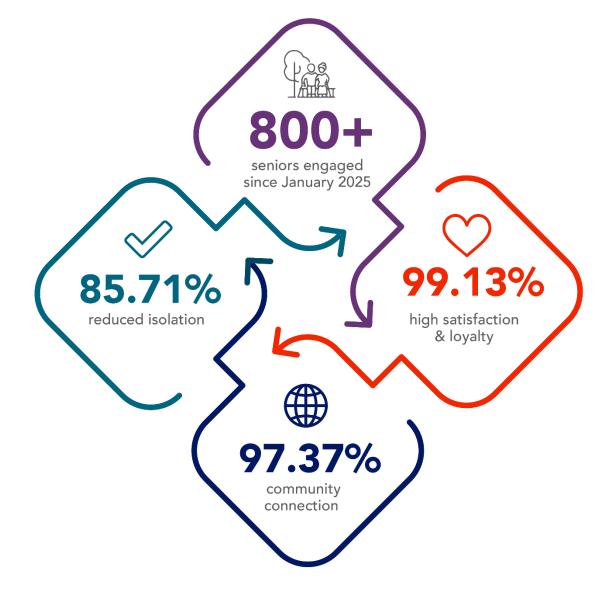
"It's the best thing around. The community involvement and being part of a family, doing things together, sharing and making new friends. It's great especially for those isolated, without family and friends and in need of a support group."

"Since joining Seniors Hub in August, I have enjoyed the programming, engaging activities, fitness and creativity. I have learned many new things like calligraphy, FMB, line dancing moves, salon day, exploring downtown Toronto and Zumba!!!"

"Staff are very kind and welcoming. Great and very positive experiences. Learned a lot and improved my physical health. Keep up the good work. Amazing program. Thanks a lot."



# SENIORS HUB IMPACT



#### **Qualitative Evidence & Testimonials:**

"happy, welcoming and safe space" vital for those without family





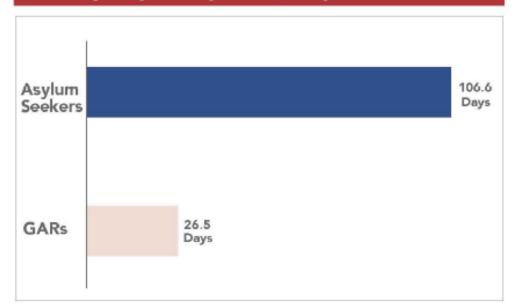
# IDENTIFY TRENDS IN REFUGEE SETTLEMENT



#### HOUSING AND ACCESS TO HEALTHCARE

Asylum seekers remain in temporary housing for an average of four times longer than government-assisted refugees.

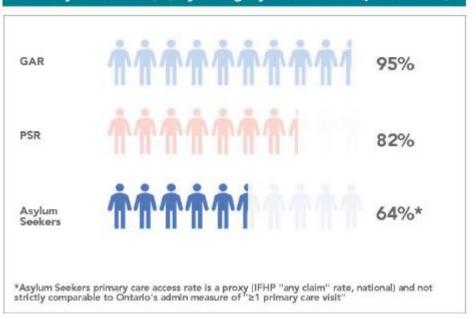
#### **Average Days of stay at Temporary Accommodation**



Source Polycultural's internal Database

Government-assisted refugees have the highest rate of access to the primary care. Delayed access to health care for asylum seekers.

#### Primary Care Visit (%) by Category in First Year (post-arrival)



Source: Immigration Refugees Cilizeliship Canada; PLOS ONE Journal.

# CONCLUSION



Evaluation is not the end, it's the beginning of transformation. It empowers organizations to adapt, grow, and better serve communities.



#### Data tells our story.

From reduced isolation among seniors to trends in refugee housing, insights guide strategic decisions and amplify our voice.



#### **Collaboration** is key.

Partnerships with academic institutions, health networks, and community organizations strengthen our reach and deepen our impact.



#### Let's continue to measure what matters.

Together, we can build more inclusive, responsive, and resilient programs for newcomers, refugees, and all those we serve.





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**Our Podcast** 



## Thank you

www.polycultural.org