



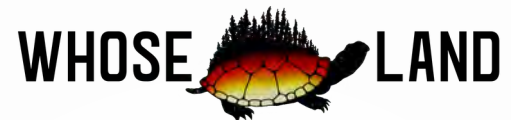
# 2021 IMPACT REPORT

# Honouring traditional territory

We acknowledge Canada as the land of the First Peoples (Nations), Inuit & Métis.

We pay homage to the Indigenous Peoples, past, present and future who continue to work, educate and contribute to the strength of this country.

We recognize land that is shared through historic treaties, developed through contemporary treaties and land that continues to be unceded territory.



[www.whose.land](http://www.whose.land)

# Joint message from the Chair and Executive Director



Marni Panas, BHAdmn, CCIP™  
Board Chair  
Pronouns: She/her



Anne-Marie Pham, MPA  
Executive Director  
Pronouns: She/her

Welcome to the Canadian Centre for Diversity and Inclusion's (CCDI) 2021 Impact Report. 2021 marked the eighth year of operation as a national charity with the mandate of educating employers and the broader Canadian community about diversity, equity, and inclusion (DEI). We are grateful for the support and engagement of so many employer and community partners.

2021 was a unique year on many fronts:

We both had new roles. Marni Panas started as new Chair of the Board of Directors of CCDI, while Anne-Marie Pham started as new Executive Director of CCDI. Together, we bring a renewed vision and commitment to the important work of CCDI as a convener of voices, an educator, and advocate for DEI.

It's the first year so many organizations formally joined us. We welcomed 271 new Employer Partners, the highest yearly growth ever, bringing our total number to 617 employer partners as of December 31, 2021.

We launched our new "Leader Talks" podcast to amplify voices of thought leaders across Canada to keep the conversation going and sustain our collective work.

We had our highest event registration numbers to date, mostly as a result of a spike in interest from workplaces wanting to learn more about what they could do to address racism and play a more meaningful role in supporting diversity, equity, and inclusion following the murder of Mr. George Floyd. On the one-year anniversary of Mr. Floyd's murder, and with the support of over 130 Employer Partners, we dedicated eight pages to anti-Black racism in the Globe & Mail. We also hosted complimentary webinars and shared a practical workplace toolkit to activate more allies across Canada.

We also launched a new partnership with Indigenous Works to provide hands-on frameworks, promising practices, and resources to support workplaces on their journey towards truth, reconciliation, and action.

Words cannot express all the gratitude we have for our dedicated board of directors, staff, donors, Employer Partners, and community allies. We are grateful that you continue to share in our vision and commitment to play a role to make Canada a better country for all. Thank you and please reach out if we can help in any way. We look forward to an even more impactful 2022!

Marni & Anne-Marie



# Partner Relations

# Partner Relations

## Main project/achievement

With a global growth of 39% of Employer Partners, such increase in the number of clients to serve required an effort from everybody in the department.

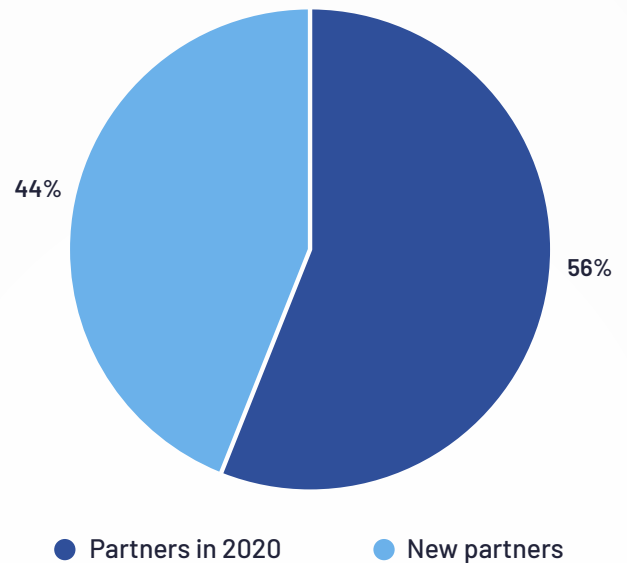
The team had to adapt its processes and resources, including the addition of new staff, to continue offering the quality service our clients expect from CCDI.

## Employer Partner numbers in 2021

# 271

**New Employer Partners**

Partners by the end of 2020	376
Lost partners	30
New Employer Partners	271
Partners by the end of 2021	617



## Top industries represented

- Education
- Healthcare
- Financial services
- Utilities
- Not-for-profit
- Legal
- Government (municipal and federal)



# Learning & Knowledge Solutions

# Learning & Knowledge Solutions

## Main project/achievement

In November 2021, we launched our first “Employer Partner Learning Paths” document. This 9-page document contains resources (webinars, toolkits, handbooks, articles, templates) on a range of topics that Employer Partners and their employees can use to move ahead in their DEI learning journey.

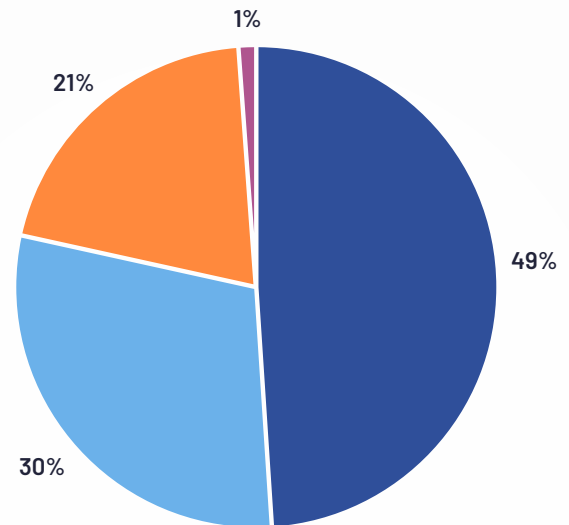
The path on “DEI strategy” includes resources on employee resource groups, measurement, policies, sponsorship and mentoring, strategies and benchmarking, supplier diversity, talent management, and training. Finally, the “Inclusion of diverse groups” path covers individual topics of diversity and inclusion and the inclusion of specific equity seeking groups, from age and generation to gender equity and inclusion to religious inclusion and more.

## Resources added to the Knowledge Repository

# 612

Resources created

Articles	299
Tools/templates	182
Reports	127
Videos	4



- Articles
- Tools/templates
- Reports
- Videos

# Knowledge solutions

## Educational guides (new)

- Canada Day: Resources for learning and engaging with Indigenous communities
- International Women's Day
- National Day for Truth and Reconciliation / Orange Shirt Day
- Diverse job posting sites (in KR only)

## Educational guides (updated)

- Indigenous inclusion
- LGBTQ2S+ inclusion
- Racism and anti-Black racism
- Sustaining the Black Lives Matter movement in the workplace

## Blog articles

- Disability Employment Awareness Month
- Building safe and brave spaces
- Why we urgently need to discuss anti-Asian racism today
- The case for unpacking cultural competence
- Announcing our new Executive Director – Anne-Marie Pham

## Toolkit

- Sustaining the Black Lives Matter movement in the workplace

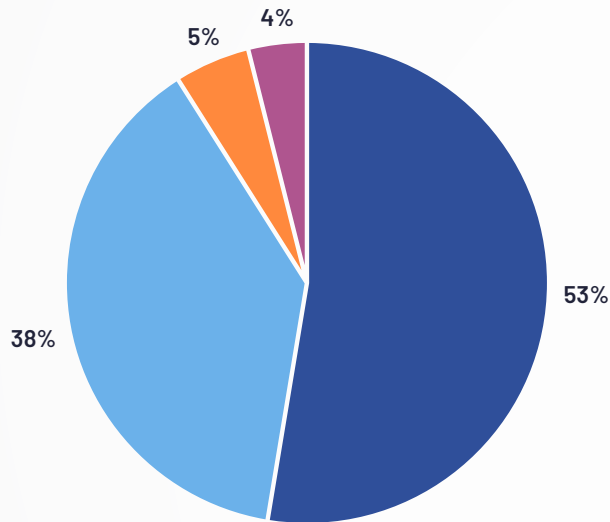


# Events

# 78

Events created

Webinars	41
Community of Practice Events	30
Podcasts	4
UnConference:	3



- Webinars
- Community of Practice Events
- Podcasts
- UnConference

## Main topics presented

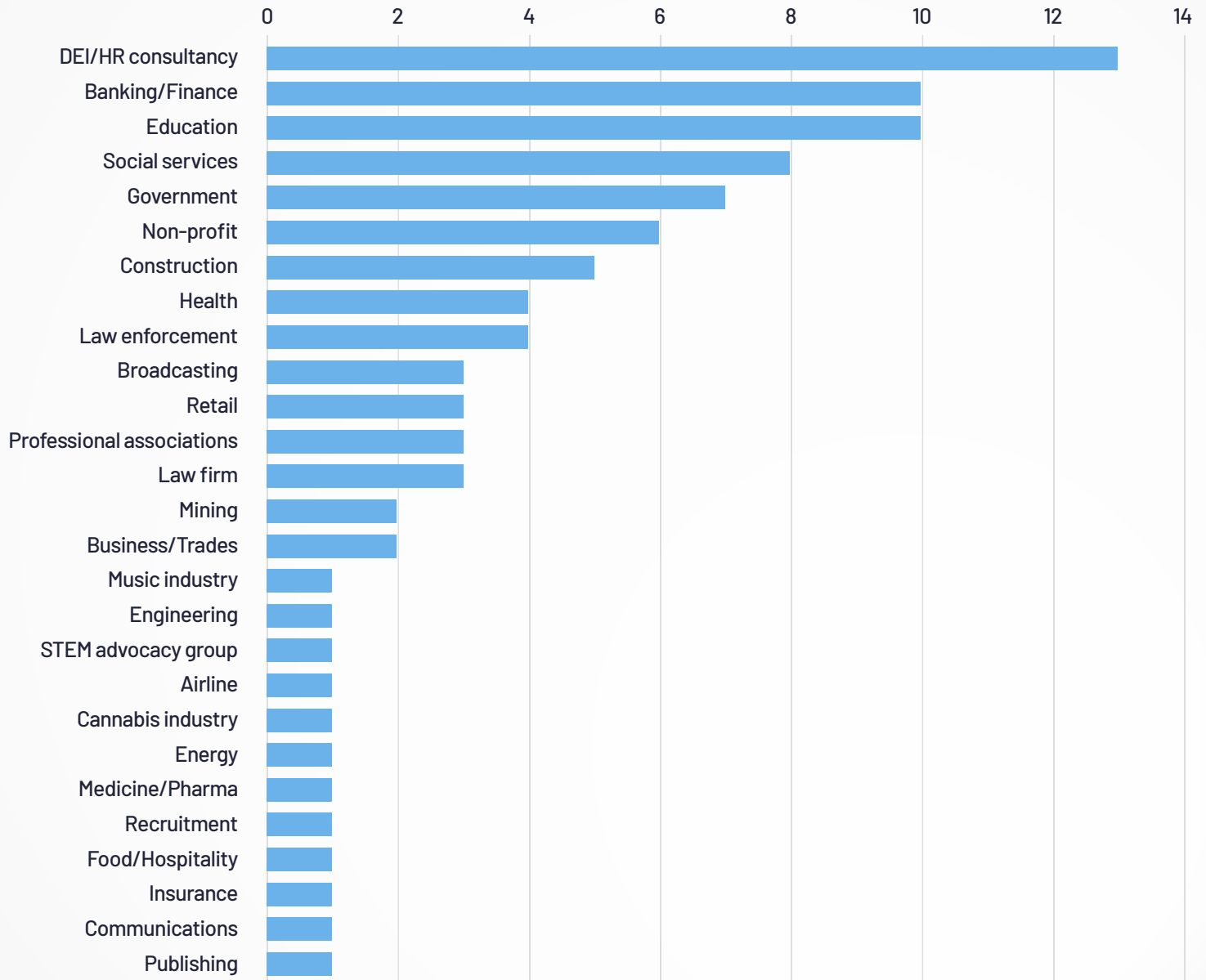
- Unpacking cultural competence
- Building safe and brave spaces
- Sustaining Black Lives Matter in the workplace
- Gender identity and expression
- Inclusive marketing
- Ageism at work
- Leveraging your privilege
- Addressing microaggressions
- Corporate social responsibility through a DEI lens
- Why we urgently need to address anti-Asian racism today

External speaking engagements 24

Number of registrants 43,348

# CCIP™ designates by industry

In 2021, CCDI welcomed 32 new designates of the Canadian Certified Inclusion Professional (CCIP™) certification. As of December 31, 95 CCIP designates are in good standing from the following industries.





# Marketing & Communications

# Marketing and Communications

## Main project/achievement

With the separation of CCDI into a consulting division and a charity, it was obvious that our organization required a new strategy, new processes, and a new image.

The project of creating a new brand began and the MarCom department worked together with a consulting firm in the development of a new logo and graphic assets that reflect the values and work of CCDI.

The initiative is intended to finish in 2022.

## CCDI presence in the media

64 media articles from outlets including:

- HR Reporter
- Globe & Mail
- Forbes
- Talent Canada
- Toronto Star
- CPHR Alberta

## Globe & Mail's "Time for Change" special edition

A project to commemorate the one-year anniversary of the murder of George Floyd

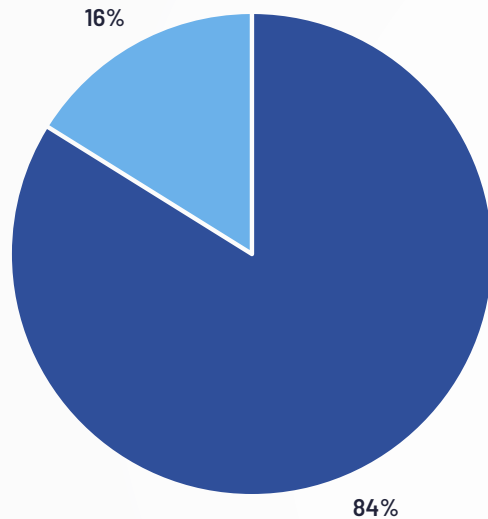
- With the support of over 130 Employer Partners
- National home edition
- Digital edition in front of paywall with 400,000 impressions

# Website performance

# 284,264

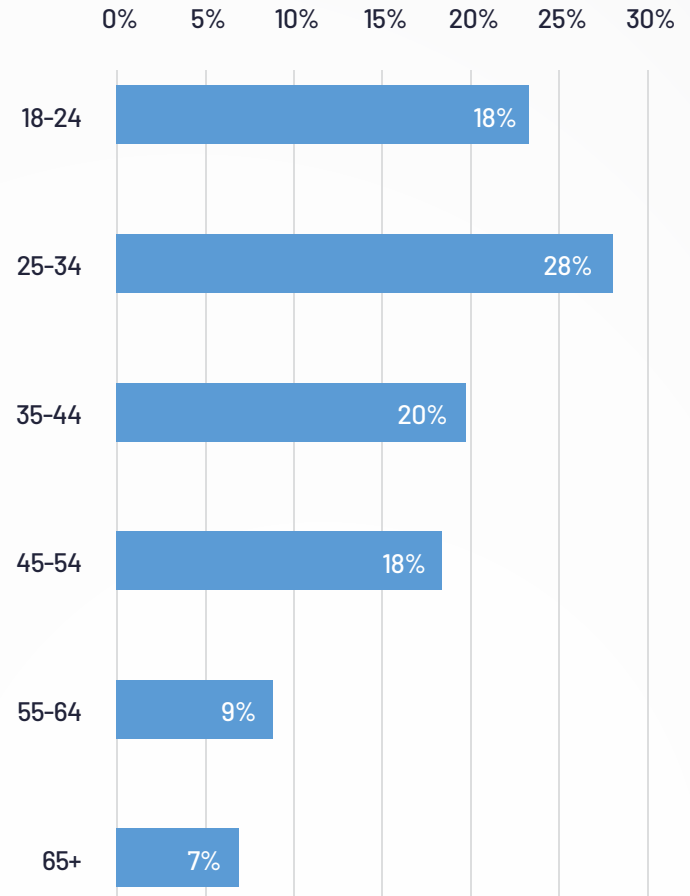
Total visitors

Increase in visits	62%
New visitors	84%
Increase in sessions	69%



● New visitors    ● Previous visitors

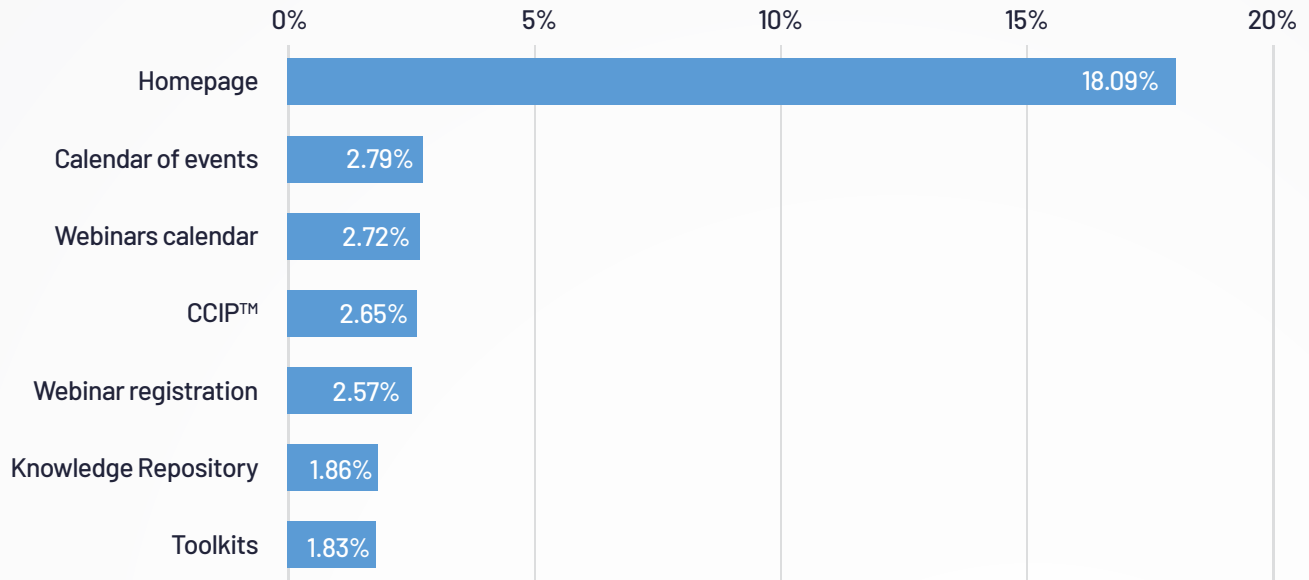
## Visitors by age group



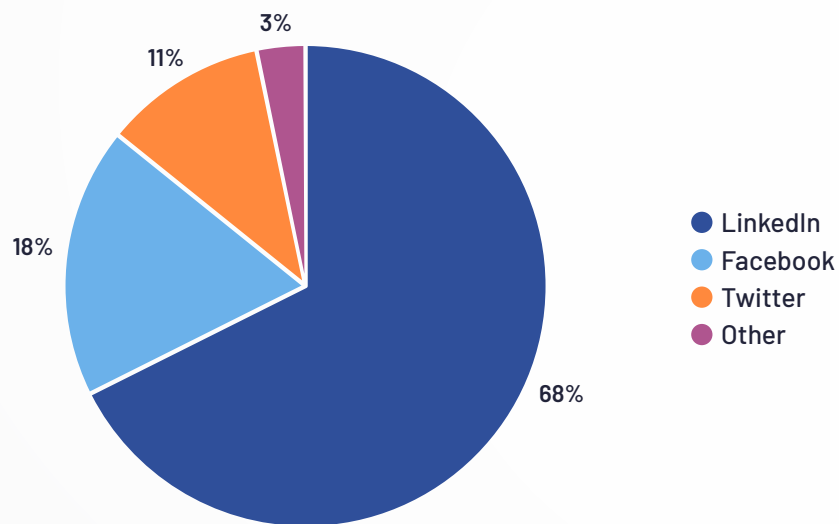
\* Windows is the most used operating system with 72.14% of visitors.

# Website performance

## Most visited pages



## Traffic referred from social accounts



# Social channels & email

## Social media accounts



LinkedIn



Facebook



Instagram



Twitter



YouTube

# 8,674

**New followers**

Average monthly impressions	84,880
Shares	4,653
Likes and comments	24,976

\* We can not provide comparison rates for 2021 given the lack of enough data from 2020.

## Newsletter database

# 14,215

**New subscribers**



# Partnerships & Giving Back



# Refugee relief fund 2021

CCDI organized a fund relief program to help refugees to find shelter in Canada given the conflicts currently affecting those countries.

In 2021, CCDI was able to financially support 15 individuals from three families originating from Syria and Afghanistan.

## Project statistics

# \$40,000

**Amount raised**

No. of families	3
Origin:	Syria 1
	Afghanistan 2
No. of individuals	15

\* The families are expected to arrive in 2022

## Indigenous Works

CCDI partnered with Indigenous Works to bring Employer Partners additional content and resources to help them move toward inclusion of Indigenous Peoples and understand their role in reconciliation.

Indigenous Works delivered multiple webinars, the Community of Practice Sessions on Indigenous reconciliation, complimentary open houses for Employer Partners, and presented at the Vancouver Diversity Nexus Group in December.

## CCDI Consulting

CCDI continued our work with our subsidiary CCDI Consulting to build relationships with Employer Partners and provide them services in the DEI sphere.

CCDI Consulting co-developed and co-presented at the 2021 UnConference on cultural competence.



# Indigenous Works



**CCDI Consulting Inc.**  
**Consultation CCDI, Inc.**

## Tullamore D.E.W.

Tullamore D.E.W. in Canada, one of the world's top Irish Whiskey brands, is donating 100% of proceeds from merchandise sales from O'Everyone to support CCDI's powerful education-led diversity initiatives.

This campaign raised \$20,000 in its inaugural year, which is going directly to assist CCDI to cultivate inclusive learning and economic opportunities, develop new resources to foster inclusive workplaces, and to support the roll-out of various education-led charitable events.

## Centennial College

CCDI continued to partner with Centennial College to offer the Certificate in Leadership and Inclusion in 2021. This four-course program lets students examine local and global trends in today's workplace, the impact of diversity on organizational culture, and successful leadership strategies and practices that promote inclusion and diversity.

Students assess their role as a leader and build the leadership skills that are necessary to create an inclusive workplace environment.

**TULLAMORE**  
ESTD **D.E.W.** 1829

**CENTENNIAL**  
**COLLEGE**



**Feedback**

# Feedback from partners and event participants

- “ There is so much in the world of DEI, and CCDI makes learning about DEI engaging and inspiring. Every time I meet with them or attend an event, I take something with me that I can use. The content they put out is a perfect mix of fact, research and opinion. ”
- “ The presenters were all very informative and engaging... I was not bored at all and through their presentation and knowledge base, I was able to see situations from a number of different lenses... I really appreciate that! ”
- “ Last spring, EEDAC explored and supported Memorial becoming a CCDI employer partner. The goal of the partnership was to provide members of the university community with access to comprehensive employment equity, diversity and inclusion resources. I believe Memorial's uptake of these webinars is reflective of the appetite for this type of information within our university community. ”
- “ It was very informative and explained the issues well for businesses. I am not a Human Resources Professional and I am not a Manager either but there was still a lot of information that was helpful. ”
- “ Thank you for speaking on topics that might otherwise be forgotten or pushed to the side, as well as catering the conference towards learning and coping strategies. ”
- “ J'ai vraiment adoré ta présentation aujourd'hui... tu m'as ouvert les yeux et je t'en remercie. ”
- “ The format was great, slide deck clear and easy to follow. The pace was good, presenters were articulate and thorough. Good information and very relevant. ”
- “ This was an excellent learning event to get a grasp of where to begin with Indigenous inclusion at workplaces. Loved the fact that a full toolkit plus additional handouts was provided. Excellent resource, to support my organization!! Tons of learning during the breakout sessions and the sharing afterwards. ”
- “ This was my first Community of Practice event and definitely will not be the last. The virtual format worked well. It was safe, engaging and accessible. ”
- “ J'ai beaucoup appris! Merci pour les stratégies et de résumé le leadership inclusif. Le leadership est beaucoup plus complexe que j'y pensais et j'apprécie les recommandations de livres et le temps consacré à créer cette présentation. Les sondages (cas d'étude) étaient très utiles à engager les participants et de très bons exercices de réflexions. ”
- “ This was a very educational webinar. I really appreciate all the programming ideas and keys considerations for successful ERG's. ”

# Board of directors



**Marni Panas, Director and Chair**  
Program Manager, Diversity and Inclusion  
Alberta Health Services  
Edmonton, AB



**Charmain Emerson, Director**  
Co-Founding Director, Black Opportunity Fund /  
President, Cultured Communications  
Toronto, ON



**Anna Tudela, Director and Secretary**  
Independent Consultant  
ATM Consulting Services  
Vancouver, BC



**Carlos A. Godoy L., Director**  
Director, Governmental Affairs  
Rothmans Benson & Hedges Inc.  
Québec, QC



**Leanne James, Director and Treasurer**  
VP, Human Resources  
Weber Shandwick  
Toronto, ON



**Nadeem Mansour, Director**  
Senior VP and Chief Compliance and Ethics Officer  
Loblaw  
Toronto, ON



**Chantal Dugas, Director**  
General Manager, Development, Diversity and Inclusion  
Air Canada  
Montréal, QC



**Anne-Marie Pham, Ex Officio Member**  
Executive Director  
Canadian Centre for Diversity and Inclusion  
Calgary, AB

# Leadership team



**Anne-Marie Pham**  
Executive Director  
Calgary, AB



**Devika Pandey**  
Senior Manager, Learning and Knowledge Solutions  
Calgary, AB



**Pangus Kung**  
National Lead, Partner Relations  
Toronto, ON



**Joseph Levesque**  
Senior Manager, Marketing and Communications  
Toronto, ON



**Amelie Gagnon**  
Senior Manager, Operations  
Vancouver, BC



Canadian Centre for Diversity and Inclusion  
Centre canadien pour la diversité et l'inclusion

[www.ccdi.ca](http://www.ccdi.ca)