Refugees Jobs Agenda: Entrepreneurship Offers Pathway to Employment

August 3, 2017
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AGENDA

1. Presentation by Isaac Roldan, Director, Small Business Services, CAMBA (New York, U.S.A.)

2. Presentation by Lyna Saad, Senior Manager, Development & Community Engagement, Scadding Court Community Centre (Toronto, Canada)

3. Q&A moderated by Kajal Sanghrajka, Founder & Director, Growth Hub (London, U.K.)

This webinar is co-presented by:

- Hire Immigrants
- Cities of Migration
- Bertelsmann Stiftung
ENTREPRENEURSHIP OFFERS A PATHWAY TO EMPLOYMENT

Isaac Roldan
Director, Small Business Services
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Camba was founded forty years ago primarily as a refugee serving agency in response to the emerging needs of the Vietnamese, Laotian and Cambodian refugees then newly living in Brooklyn.

- Resettled over 10,000 refugees and have connected 25,000 refugees and political asylees to stable full time jobs.

- Currently we connect 1,200 low income, immigrant and refugee New Yorkers to jobs annually, our Adult Literacy Center offers 84 classes to 1,500 adult learners every year, and our attorneys help almost 1,600 families and individuals with immigration issues.
Workforce Development

- Connected 1,200 low income, immigrant and refugee New Yorkers to jobs at an average wage of $13 an hour.

- Refugees and political asylees connected to 350 jobs within four months of their US arrival at an average wage of $11.75 an hour.

- We operate a Security Guard Training Academy which certifies guards for licensing by NY State and provides placement assistance at positions with higher wages and opportunities for growth.
CAMBA Small Business Services 2016

- Served 500 immigrant/low income aspiring and existing entrepreneurs
- Assisted in the start up of 27 new businesses
- Twelve existing businesses increased revenues for a total of $876,868 in aggregate sales
- Helped our small business clients create/retain 36 jobs
- Developed 7 financial packages for a total of $72,000 in small business loans
- Assisted 14 aspiring entrepreneurs complete their comprehensive business plans along with two years of financial projections
Served 500 immigrant/low income aspiring and existing entrepreneurs

Assisted in the start up of 27 new businesses

Twelve existing businesses increased revenues for a total of $876,868 in aggregate sales

Helped our small business clients create/retain 36 jobs

Developed 7 financial packages for a total of $72,000 in small business loans

Assisted 14 aspiring entrepreneurs complete their comprehensive business plans along with two years of financial projections
Understanding Your Audience

Conducting research on entrepreneurship in immigrant’s native country will allow an understanding of their perspective and the assistance they may need to adapt.
Challenges Faced by Immigrant Entrepreneurs

- Education
- Language
- Literacy
- Laws
- Understanding Business Formation
- Licenses/Permits Needed to Operate
- Informality
- Government
Align Services To Meet Client Challenges

• Identify all steps necessary to start, grow and expand a business

• Create a process to identify talent/prior entrepreneurial experience or the passion for starting a business

• Develop key partnerships with service providers who can assist in the entrepreneurial journey

• Consistently develop staff to meet the needs of your audience
Transforming Entrepreneurial Talent
Success Story Cesar Rosa
Strengthening Your Services

- Training and development should continue over time to ensure success
- Client ambassadors are key to establishing trust amongst communities
- Consistently survey prior clients to ensure you are meeting needs
- Update curriculum/training every year to meet evolving challenges
- Continue to develop key partnerships which compliment your services
CAMBA Small Business Services

THANK YOU

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Scadding Court Community Centre: Business Out of a Box

Lyna Saad
Senior Manager, Development & Community Engagement, Scadding Court Community Centre (Toronto, Canada)
Business out of the Box

BoB is a project of SCCC that uses informal infrastructure as a vehicle to transform local physical, economic and social environments.

Always in partnership with local organizations

Financially sustainable for all participants
Population of Canada 36.29 million (2016)

Toronto is the largest city - 2.8 million people
60% of residents in our neighbourhood are immigrants
Scadding Court before BoB: Market 707
Scadding Court after BoB’s Market 707
What is achieved

ONE.
ACTIVATING A LOCAL ECONOMY
TWO. MAKING ENTREPRENEURSHIP ACCESSIBLE

Syrian newcomers add another layer to Canadian food identity

A couple of new Toronto businesses offering culinary delights from Aleppo and Damascus marks newcomers’ entrance into Canadian society – and stomachs.

Diona Joyce came to Canada from the Philippines in 2001 and got her start at McDonald’s. Now she’s the chef/owner of Kanto, a takeout spot, and a canning company. (VINCE TALOTTA / TORONTO STAR) ORDER THIS PHOTO
THREE. REVITALIZING COMMUNITY SPACES
Strategies used

ONE.
Affordable Rent ($11-$25 x day)
TWO.
Process that encourages barrier-facing entrepreneurs

75% of our entrepreneurs were born outside of Canada

55% of our entrepreneurs are women

Most have limited start-up capital
THREE.
Partnership-based operation
FOUR.
Sustainable financing

Current financing
• Rent from vendors pays for one staff coordinator and maintenance
• Grants pay for research
• Utilities are paid for by the City
• Rent also subsidizes underfunded programs

Initial contributions
• City granted us permission to use land
• Community benefit funds paid first box ($25k-35k CAD for a 20 ft refurbished shipping container fitting 2 businesses)
Adaptability

Thornecliffe Park-- Toronto, ON
Downtown -- Hamilton, Ontario
Multi-sector support is needed: utilize partnerships with those around you.

Accessible process for immigrants: consider their difficulty with formal financing, credit checks, business plans.

Flexibility with vendor agreements: option for month to month, short-term leases.

Connection to additional supports: Settlement services, childcare, support within the vendor-circle.

Connection to community: community events, neighbourhood building, etc.

Active local operator: Active with press releases, promotion, bringing customers to the location, maintaining space, dispute resolution.

Creative solutions needed: Starting something new means new processes for city approvals, financing, partnerships.
Acknowledgements

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www.hireimmigrants.ca