



PAIR BRONZE
PARTNERSHIP ACCREDITATION
IN INDIGENOUS RELATIONS

Raise 2024-2027 Indigenous Engagement and Reconciliation Action Plan



Our Action Plan

Raise is committed to building and sustaining prosperous and mutually beneficial relationships with Indigenous communities across Canada and the US based on respect, awareness, and understanding.

Our 2024-2027 Indigenous Engagement and Reconciliation Action Plan sets goals and targets for the four drivers outlined by the Canadian Council for Indigenous Business' Partnership Accreditation in Indigenous Relations Program.

As a non-Indigenous company, we are accountable to building respectful relationships with Indigenous communities and peoples. We remain committed to listening, understanding, and collaborating to help create a better future for everyone, together.



A Message from our Chief Steward and CEO, Tim Masson, and our Director of Partnerships, Kate Siklosi:

At Raise, our mission is to connect people in meaningful work—but to do this, we must first connect with people meaningfully. Our journey towards reconciliation with Indigenous peoples in Canada has been a long road of learning, unlearning, and digging deep to ask the tough questions of ourselves, our supply chains, our clients, and to create action plans that go against the status quo and create impact.

As the only staffing partner in North America that is a Certified B Corporation, (“B” stands for Benefit) and PAIR Committed with the Canadian Council for Indigenous Business, we recognize that we are stewards of the land on which we live and work. We remain committed to conducting business in a manner that respects the land, environment, rights, truths, and cultures of Indigenous communities.

We also recognize that we can do more and go further when we partner collaboratively with Indigenous peoples and communities. In accordance with the Truth and Reconciliation Commission’s Calls to Action, and specifically, Call to Action #92, we recognize the integral part we play in opening economic opportunity for Indigenous peoples and businesses.

Through partnerships with organizations such as the CCIB, as well as Indigenous-owned partners in our supply chains, Raise is committed to supporting economic development in communities by ensuring Indigenous businesses can participate in the economic activities generated by our staffing operations throughout North America.

And, through expanding ground-breaking equity and inclusion programming like our Indigenous Recruiter Training Program, we are committed to disrupting the status quo in our industry to make more space and opportunity for Indigenous peoples to grow, learn, and develop with us.

Lastly, while we aim to create positive relationships with all Indigenous communities, we are actively working to build connections with the Mississaugas of the Credit First Nation – where our headquarters resides – the Saugeen Ojibway Nation, and the nations and communities of Treaty Seven – where a significant group of our clients do business. We are committed to collaborate on community initiatives, and to create opportunities with these Indigenous communities that foster mutual growth and exchange.

In this report, we share our plans for the next three years and specify the goals and actions we aim to achieve. Some key targets we plan to accomplish by 2027 include increasing Indigenous representation in our internal full-time workforce to 5% and increasing our spending on goods and services provided by Indigenous-owned businesses to at least 3% by 2027.

We understand that there is a lot of noise and failed promises when it comes to building trusting and mutually beneficial relationships with Indigenous peoples across Turtle Island. You have our full commitment to be part of the solution, not the problem, and to do whatever is in our power to change the systems and structures in place that systematically exclude Indigenous peoples from achieving equitable prosperity and growth, and to celebrate and amplify the rich and vibrant contributions Indigenous peoples have made and continue to make from coast to coast.

Yours in the continued work,



Tim Masson



Kate Siklosi



PAIR Driver – Employment

ACTION	HOW WE'LL DO IT	ADDITIONAL DETAILS
Ensure that at any time, at least 95% of Canadian employees have received Indigenous cultural awareness training.	Offer Indigenous cultural awareness training regularly throughout the years to all employees. All new employees are enrolled in an Indigenous cultural awareness training session as part of their onboarding. All tenured Canadian employees are encouraged to attend training as a refresher.	Our People and Culture team will continue to organize and host prearranged dates and times for the training. This training is provided by our internal Indigenous Program Specialist, Toni Lauzon.
Increase Indigenous representation in our internal full-time workforce to 5% by 2027.	Continue rolling out our Indigenous Recruiter Training Program each year, with the goal of adding at least one Indigenous employee per year.	Our first round of our Indigenous Recruiter Training Program began in early 2022. Our second round began in 2023, and we hired an Indigenous recruiter trainee in later January 2024.
	We are establishing an internal Representative Hiring Strategy to further increase Indigenous representation in our internal workforce across all roles and functions. The strategy involves using a voluntary Self-ID practice that asks applicants to self-identify across multiple demographics upon applying to our jobs so that we can track and measure our progress not only in terms of hires but measure the activity in our talent pools, so we know where to increase engagement to get more reach. It will also involve targeted hiring by direct marketing and advertising to Indigenous candidates and communities as to why they should come work for Raise, featuring details on the culturally relevant supports we have in place, as well as our self-management operating structure. This strategy will involve collaboration with our community partnerships and connections with local Indigenous employment agencies.	We started collecting self-identification data in 2022. We continue to explore best strategies and partnerships for Indigenous recruitment.
	We are exploring our capacity to support paid co-op placements for Indigenous students across company roles.	This is work being done by the Internal Indigenous Employment subgroup.



PAIR Driver – Employment

ACTION	HOW WE'LL DO IT	ADDITIONAL DETAILS
Increase representation of Indigenous employees across our divisions.	As part of our internal Representative Hiring Strategy, our Talent Acquisition team (HR) is developing a comprehensive targeted Indigenous recruitment plan.	This is work being done by the Internal Indigenous Employment subgroup.
	Foster career mobility for all our Indigenous employees within Raise by developing career mapping/career advancement strategies.	Our internal Indigenous Affinity Group ERG is working on developing career mapping/training for each Indigenous employee.
Increase retention of Indigenous employees, so we are maintaining at least a 75% retention rate at any quarter.	Continue to support our Indigenous Affinity Group ERG that meets monthly to help ensure all Indigenous employees feel supported.	This is work being done by our internal Indigenous Affinity Group ERG, led by our Indigenous Program Specialist.
	We have a Flexible Public Holiday Policy in place so that Indigenous employees have the flexibility to take time off for the cultural observances, ceremonies, and events that are important to them. We also have an unlimited vacation policy so that employees can take time off whenever and for whatever reason, as long as they communicate with their team and ensure their duties are covered in their absence.	Employees can swap all or some of the publicly recognized paid statutory holidays for any other day throughout the year. At the center of this policy is our value of freedom and responsibility. Employees have the freedom to manage their work and take time off as they see fit and the personal responsibility to rest and keep their work contribution meaningful.
Support the career development and advancement of our Indigenous employees.	We are creating a cultural and professional development resources hub for both internal employees and contractors with information about Indigenous contract employment, our EAP program, related professional development opportunities, and educational programs that will allow Indigenous employees the opportunity to upgrade their skills.	We have an established Affinity Group / ERG for internal Indigenous employees. We are still investigating establishing a professional development resources hub for our contractors. More input is needed.
	All Indigenous employees have a budget each fiscal year on career training and development.	



PAIR Driver – Leadership Actions

ACTION	HOW WE'LL DO IT	ADDITIONAL DETAILS
Ensure leadership support the promotion of Indigenous Relations & PAIR throughout Raise.	Involve senior leadership in strategizing our Indigenous relations commitments. Raise leaders attend biannual meetings with the PAIR working group to discuss and report on our PAIR progress, review priorities, and set action plans for growing our Indigenous relations strategy.	Indigenous Relations Policy and leadership commitment statement is complete. All leaders have attended training on the PAIR program and criteria.
Ensure our operating structure for PAIR is solid and all committee members are trained.	We have established a PAIR working group of 12 people who meet all together each quarter. The current 12 people also comprise four subgroups based on the PAIR drivers. Each of these subgroups meet monthly. Each member has attended PAIR training. Socialize the success of the network with regular quarterly updates to leaders.	This is an open working group, and we regularly invite other colleagues to join.
Involve leaders in growing our Diverse Supplier Network.	Socialize the success of the network with regular quarterly updates to leaders.	We currently have many leaders (from sales to recruitment to executives) involved in our Diverse Supplier Network project, and we will continue to have leaders engaged in growing this and other procurement and business development projects to ensure it remains a priority.
With leaders, we will plan and execute on a roadmap to integrate Indigenous relations into our business strategies.	We have formed a working group with the specific goal of determining what this looks like. This group includes leaders from our Business Development team. We will also seek specific advice and feedback from our COIs on any initiatives and work together to uncover any projects that we can partner on.	This working group meets monthly and is led by our Director of Partnerships. At least three individuals from the Business Development team commit their time – an hour a month – for one year, and positions rotate yearly. The group discusses new and existing pipeline projects and opportunities for Indigenous partnerships, Indigenous business needs and goals can Raise address, and how Raise can continue to contribute to reconciliation from a business perspective.



PAIR Driver – Business Development

ACTION	HOW WE'LL DO IT	ADDITIONAL DETAILS
Continue to deepen partnerships with Indigenous-owned businesses.	We currently have active partnerships with StaffShop, an Indigenous women-owned staffing partner, as well as PLATO, an Indigenous owned organization that trains and deploys Indigenous QA testers. We will continue to explore new business opportunities with these and other organizations with the goal of adding multiple new clients and or programs year after year.	Following the success of multiple placements with several clients through these partnerships, we are working on case studies and co-branded collateral with StaffShop and PLATO that we can use to promote our partnerships to existing and prospective clients.
Continue to partner with Indigenous staffing organizations in our Diverse Supplier Network.	Together with our Diverse Supplier Network stewards and business development team, our Indigenous employment subgroup will work to seek out additional Indigenous organizations in Canada to add to our Diverse Supplier Network.	We have created a Diverse Supplier Network utilizing our current clients to open more opportunities for diverse-owned staffing companies within our supply chains. Through this network, we are inviting Indigenous businesses into our contract to open more business for them. It is now fully underway with four partners, one of which is Indigenous women-owned. The network is currently centred on contingent staffing with our clients, but there is interest to expand the scope to include other services, which would allow us to expand the network to more Indigenous businesses.
Use our Diverse Supplier Network to mentor Indigenous businesses.	Within our Diverse Supplier Network, our Director of Enterprise Programs will continue to provide mentorship and insights to all Indigenous staffing organizations that join this network to support their success.	We provide regular feedback to each supplier in the network with the goal of providing mentorship and helping them to grow their business in the larger staffing arenas we participate in.
Audit our current goods and services providers to see if there are any comparable Indigenous providers.	Our Indigenous procurement subgroup has asked all our current vendors to self-identify. This will allow us to track our spend with Indigenous-owned organizations.	In October 2023, we established a self-identification process for all our suppliers that will allow us to track and measure this data more readily.



PAIR Driver – Business Development

ACTION	HOW WE'LL DO IT	ADDITIONAL DETAILS
Increase spending on goods and services provided by Indigenous-owned businesses to be 3% of our spending by 2027.	We will use our established self-identification program for suppliers to track more easily our spend.	As we are just setting up tracking of spending with Indigenous-owned businesses, we still have work to do here. This one is tricky due to the nature of our business as a service provider, and not a manufacturer or a product-driven enterprise. As we are a service-based business, our procurement spend is not large, so setting targets might not make the most sense. Instead, we have focused on keeping a current updated database of Indigenous suppliers that operate in business lines close to our needs. We have a PAIR subgroup for procurement that is working on developing a plan and best practices to increase spending with Indigenous owned businesses.
	We are regularly updating our Indigenous goods and services database for our regular spending needs.	Socialize this database with team leads (in biannual procurement information sessions) so this database, and the CCIB business search engine are consulted whenever a business need arises. As per our Sustainable Purchasing Policy, we will continue to encourage preferential spending practices for Indigenous suppliers wherever possible.
Explore our COIs for Indigenous- owned businesses.	COI subgroup to investigate and add to our database.	
Deepen relationships with Indigenous businesses through our industry membership programs.	We're currently a member of the Bruce Power IRSN, OPG ION Program, and the OCNI FNMI committees, which provide key pathways to building relationships with Indigenous businesses in our COIs. We will continue to attend monthly meetings and further engage with Indigenous community members and businesses to open more opportunities for procurement in our supply chain.	Many of our stakeholders come through connections we've made through these industry membership programs. In future, broader engagement could be initiated with our specific COIs, but overall we have been communicating effectively with Indigenous community members and deepening our relationships.



PAIR Driver – Community Relationships

ACTION	HOW WE'LL DO IT	ADDITIONAL DETAILS
Deepen our engagement and support with our COIs	We have a PAIR subgroup that works on the planning and implementation of our community of interest engagement plan.	We have incorporated our regular touchpoint emails to our COIs into our engagement workflow – these emails will first gage consent (asking how often people would like to hear from us) and be both informative (progress updates on our projects) and engaging (inviting questions and time for feedback and input).
	We have developed an annual communications plan for engaging with our COIs so that a framework is built. We are recommending deliberate communication – at least quarterly.	It is fluid and easily adjusted.
	Continue our ongoing efforts to engage in community initiatives across our four COIs to spend time and build trust with these communities	We have engaged in Habitat build projects in Nawash, CCIB-organized events, and continue to support community events at our COIs.

Deepen our engagement and support with other Indigenous communities, charities, and increased financial and in-kind support	Every year, we have committed at least 20% of our Meaningful Work Foundation Grants to Indigenous charities. We have developed a database of Indigenous charities. We will send out communications to all Indigenous charities regarding our annual Meaningful Work Foundation application each year.	In 2022, 40% of the money went to Indigenous charities, in 2023, 30% of our grants went to Indigenous charities, and in 2024, 33% of our funds went to Indigenous charities.
	Every year, we encourage our employees via our internal social channel and by email to donate to various Indigenous charities, particularly leading up to the National Day for Truth and Reconciliation.	We have raised funds for numerous Indigenous charitable organizations through our employee donations that include Returning to Spirit - Residential School Reconciliation. Indian Residential School Survivors Society, The Gord Downie & Chanie Wenjack Fund, Global Indigenous Development Trust, First Nations Child and Family Caring Society of Canada, and the Legacy of Hope Foundation.
	Every year, we have a company-wide employee volunteer week, and we include Indigenous community events or volunteer opportunities as part of this.	Our employees volunteer at various community events, including Habitat for Humanity Grey Bruce team build events.
	Each year, we invite our contractor employees to apply for a fully-funded volunteer experience anywhere in the world to use their skills for good. In 2024, we are planning to run the program with a focus on Indigenous community projects in Canada.	



PAIR Driver – Community Partnerships

ACTION	HOW WE'LL DO IT	ADDITIONAL DETAILS
Increase input and participatory design from Indigenous communities in our internal projects.	We have spoken with various members of our COIs as well as broader Indigenous nations and communities regarding our internal Indigenous engagement projects, including our Indigenous Recruiter Trainee Program as well as our Indigenous / Diverse Supplier Network program. We will continue to seek the input and feedback of Indigenous communities for these and other projects we work on (with the help of our Indigenous Programming Specialist) so that our internal initiatives are Indigenous-informed and Indigenous-led and are culturally safe. The two avenues we will undertake to increase communication and solicit input involve continued targeted discussions with specific community members and network contacts, and increased direct communication (with regular cadence) with our COIs more generally on our projects and progress. To increase accountability, updates will also include an outlining of any and all feedback we have received to date from the community and how we've implemented that feedback. Since we want these touchpoints to be mutually beneficial, they will also be a chance for us to ask the COIs directly if there is any support they need (whether financial or otherwise) that we can provide.	We have a regular cadence of touchpoints updating our stakeholders with the feedback we have received, how we've implemented it, and further invites to provide input on our internal projects and initiatives. These updates have been well received and appreciated by stakeholders.
Increase company awareness of and involvement in Indigenous cultural events and celebrations, as well as increasing involvement from Indigenous communities in Raise events	Our Company Engagement & Communications Subgroup has created a robust document that forms the framework of our company communications regarding Indigenous cultural events and celebrations.	We have provided All Company programming for Indigenous Peoples Day on June 21. We provided All Company programming on Sept 30. We have started regular All Company communication regarding Indigenous events and celebrations.



Illustration by Jay Simeon

Title: Hlkyaan Kustaan
(Frog or crab of the woods in Haida)



Artist Statement:

Raise is helping people transform their lives and the frog represents transformation, being able to live in two worlds - on land and in the water. In a way, this also echoes what the Indigenous people of today have to do: live in our traditions while trying to find our place in the modern day.

I would like to take a moment to thank the Old Masters for laying the foundations for us. For giving us a blueprint to follow I'm so grateful. This art form had opened many doors for me and given me so much. My hope is that I can return some of that and give something back to the next generation. The art has led me back to Haida language and our songs and dances, which has only enriched and given deeper meaning to the work than I thought possible. I hope to be a positive proponent for living Haida culture and share that with the next generation. I design and create Northwest Coast formline art pieces. I work in different medias such as wood, silver, gold, argillite, and acrylic. I create cultural pieces of art that include our Haida clans, crests, and supernaturals.

Háw'aa.



About Jay Simeon:

Jay Simeon was born in 1976 in Fort McLeod, Alberta. His mother is Blackfoot and his father is Haida from the now-abandoned village of Kiusta. He is of the Kaawaas branch of the Sdast'a.aas Eagle clan. Simeon spent his early childhood with his mother in Alberta, before moving to Vancouver with his father.

Simeon apprenticed under his aunt, Haida Artist Sharon Hitchcock when he was fourteen and learned jewellery-making with Dwayne Simeon. He continued studying Northwest Coast design through books and visits to museums.

Simeon's excellence in design has been applied to different materials, producing serigraphs, sculpture, masks and panels. He is an accomplished carver in multiple scales and mediums and it is in his jewellery that he has established himself at the forefront of Northwest Coast design. His work in gold, silver, bone and argillite incorporate a variety of techniques in order to create some of the most intricate and beautifully carved jewelry in the Northwest Coast art world. His care for detail, coupled with a strong ability for design, makes him among the best and most exciting work of his generation.

contact: crosshatchking2345@yahoo.ca



PAIR BRONZE
PARTNERSHIP ACCREDITATION
IN INDIGENOUS RELATIONS

Join us in ReconciliACTION.

www.raiserecruiting.com/reconciliation

Raise

Corporate Head Office

610 Chartwell Road, Suite 101

Oakville, ON L6J 4A5 Canada

Phone: 905.815.1600

Toll-free: 1.800.567.9675

Email: hello@raiserecruiting.com

