



# 2020 Impact Report

Staff Shop



# 2020 IMPACT REPORT

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2020 was a pivotal year in shaping the future of Staff Shop's ability to elevate people, business and experiences for years to come. As a staffing firm operating in hospitality and events, our niche business came to a halt in March 2020 when COVID-19 forced all events and most hospitality operations in Canada to shut down.

Staff Shop management quickly rolled out its COVID-19 Action Plan to protect employees and clients, and our hospitality employees were re-oriented to perform duties in one of the nation's hardest hit areas - Long-Term Care Homes. This also earned Staff Shop the opportunity to partner with other businesses in the provision of PPE, expanding our service offerings and in turn generating revenue and opportunity for other Canadian business owners.

In addition, we created a referral program, whereby we share 10% of our profit with trusted organizations who do the same for us; growing our database and leveraging our platform to help other entrepreneurs by ensuring their businesses are connected with clients who need them.

In May 2020, Staff Shop invested in five additional provincial registrations, to support one of the biggest events of the season - a North American-wide, socially distanced concert series at 400 drive-in theatres. This concert series provided much-needed entertainment, but more importantly, employment.

While many of our competitors decided to close their doors until the pandemic's end, we at Staff Shop have been fortunate, under Jennifer Ménard-Shand's leadership, to turn a bad situation into an opportunity to give back. With our new service offerings and strategic affiliations, we are prepared to not only recover from this crisis, but to expand our reach on a wider scale than ever before.

## Did you Know...



In 2020, Jennifer Ménard-Shand began using her story to give back and inspire people, speaking at RBC's Town Hall, as well as Tony Chapman's podcast, "Chatter That Matters," a follow up interview with Tony, and TO Live's podcast, "COVID Conversations."

Speaking engagements slotted for 2021 include Supplier Diversity Corporate Champions Panel hosted by SDAC & IWSCC, the Adaptable Women in Business event, YPA (Young Presidents' Assistants) supporting YPO Members (Young President's Associations) and more!

## 2020 STAFF SHOP STATS & HIGHLIGHTS

1,104  
12

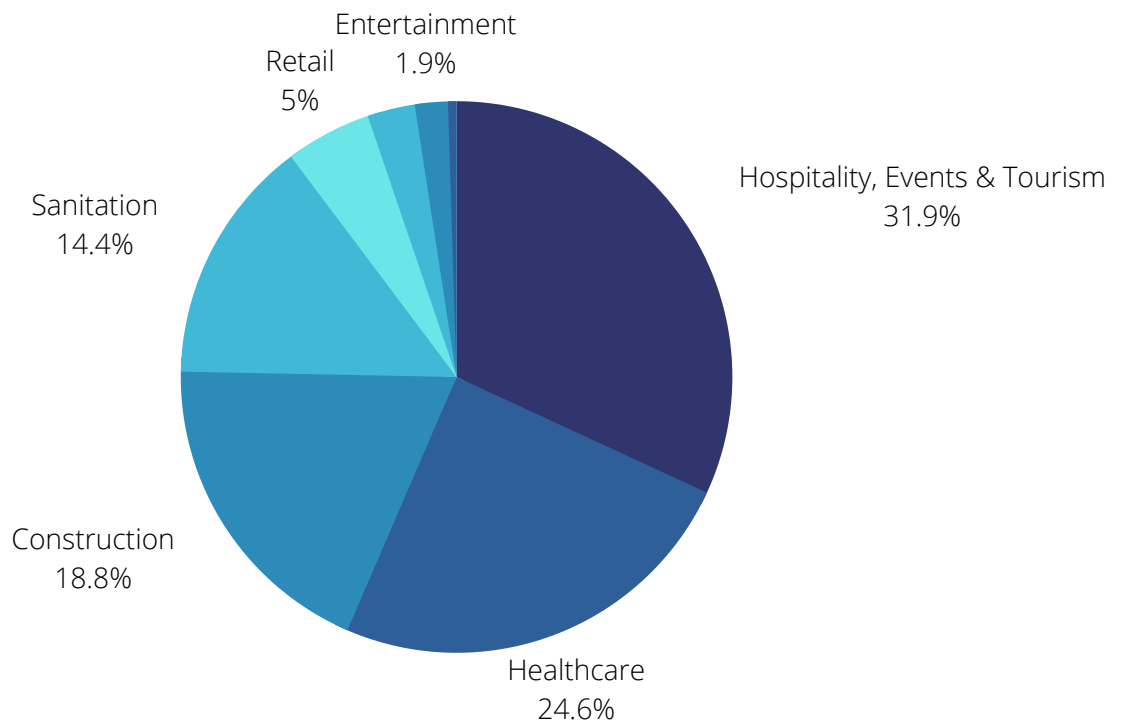
➤ New Staff Shop Stars hired  
➤ Long-term Care Homes Serviced

## Charities and nonprofits supported



144  
Happy  
Clients  
Serviced

## Sectors Served



100%  
Internal  
Employee  
Retention



## SUPPLIER DIVERSITY

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Staff Shop is a diverse supplier. This means that our company is at least 51% owned, operated and controlled by Indigenous peoples, members of a visible minority group, women, those who identify as LGBT+ or people with a disability.

We have received several designations and certifications that recognize this. In 2020 we held three Diverse Supplier status certificates (CCAB, WBE and CAMSC) and began the process to certify a fourth (WeConnect International).

Other exciting news from 2020 is that we launched our own in-house supplier diversity program, to ensure we are using our spending power to support diverse suppliers.

Staff Shop has also received recognition from several organizations, such as CAMSC and WBE Canada for our business resilience. We have had a very successful 2020 and we're very proud of what we've been able to accomplish.

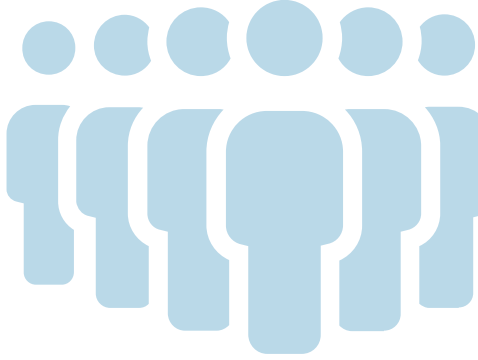


## AWARDS & RECOGNITION

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# DIVERSITY & INCLUSION SURVEY RESULTS



Staff Shop conducts an annual Diversity & Inclusion Survey to ensure we are doing all we can to support our workforce. As a Canadian-Indigenous-Woman owned business and award-winning diverse supplier, certified with CCAB, CAMSC & WBE, Staff Shop strives to reflect the values of all the communities we represent.

Some of our results include:



# EMPLOYEE WELLNESS

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In 2020 we launched our in-house Health & Wellness program. In addition to offering our employees a traditional Employee & Family Assistance Program (EFAP) with access to on-demand counseling services, financial advice, dietary and mental health support professionals, and online resources for free, we launched our internal Health & Wellness Initiative. This includes our Health & Wellness Lead providing monthly resources, updates, and activities for the team to keep good mental and physical health habits, as well as a short daily meeting where we take turns sharing something back with our team.



## COMMUNITY ENGAGEMENT

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# CEO | GLOBAL NETWORK

Jennifer works as an Ambassador helping CEOs connect to a group where; "Our mission is to significantly improve the success and lives of CEOs and executives, their families, and their companies. We achieve this through facilitated peer group learning, customized one-to-one mentoring and ongoing learning and networking events featuring world-class thought leaders."

The logo for SHEEO, featuring the word "SHEEO" in white, uppercase letters on a dark teal rectangular background.

Jennifer has been growing Staff Shop's social impact by supporting and donating as an activator - supporting women in business. "SheEO is a radically generous community supporting women + non-binary people working on the World's To-Do List." Launched in 2015 in Canada and now also in the US, Australia, New Zealand and UK, this visionary model is emerging as a leading global innovation that is totally unique.

And in the works for 2021...

# UWOMEN™

UNIVERSAL WOMENS NETWORK

"The Universal Womens Network™ is a global platform committed to advance gender equality, diversity, and inclusion (EDI), by raising the bar to advance women in their network, community, and workplaces. We recognize the achievements of women through the Women of Inspiration™ Awards. We are advocates of women-owned and women-led businesses, and champion female entrepreneurs along with allies who SupportHER™!" Jennifer is a new 2021 member, stay tuned for our updated Impact Statement!



# OUR CARBON FOOTPRINT

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Staff Shop Inc. does not have a public-facing office space. The Company is proud to offer its internal staff the opportunity to work from remote office spaces across the Greater Toronto Area, meet regularly in shared work spaces and attend meetings and conferences via video and web applications in line with its ongoing goal of Elevating People, Business and Experiences. With team members across Canada, Staff Shop has made it easy to collaborate in the virtual space.

This process is in place for the following reasons and considerations:

- Enabling the use of remote work environments
- Reducing commuter vehicle use & energy use in the workplace
- Fostering a healthy and flexible work/life balance
- Increasing employee efficiency
- Reducing overhead costs significantly

Estimated 5.4 tons  
CO2 emissions reduced



JOIN US OR HIRE US!

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

Have a great idea about how Staff Shop can make even more of an impact in the years to come? Submit it to us at [info@staffshop.ca](mailto:info@staffshop.ca)

The logo for Staff Shop, featuring the words "staff" and "shop" stacked vertically in a white, lowercase, sans-serif font, set against a black rounded square background.

staff  
shop