



Communication campaign including digital content to raise awareness about Northwest London Resource Centre Employment Readiness program.

COMM 6043 W25 - 02

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Introduction

Summary

The **Northwest London Resource Centre (NLRC)** is a nonprofit organization deeply rooted in community-building, empowerment, and inclusivity. Situated on the traditional lands of the Anishinaabek, Haudenosaunee, Lūnaapéewak, and Attawandaron peoples, NLRC acknowledges the ongoing stewardship of Indigenous communities and promotes meaningful reconciliation through its initiatives.

Build Your Future provides young people with career possibilities, skills, and confidence by increasing awareness and participation in the NLRC's Employment Readiness Program. Many people deal with issues in the workforce, such as lack of experience and job instability. Youth are empowered by the campaign, which also draws in funders to keep the program going through internet outreach, easily accessible training, and success stories. Every young person can take the next step by using focused social media initiatives to bridge the gap between their studies and their jobs.

Target Audience

Primary Audience: Immigrant youth (18-24) settling in Canada, seeking career guidance while facing challenges like language barriers and limited networks. The campaign provides mentorship, job tools, and culturally relevant resources to support their transition.

Secondary Audience: Funders and donors who sustain employment programs for newcomers. Their contributions help youth access vital career support, fostering economic stability, inclusive growth, and stronger communities.

Mission, Vision & Values

Mission: Working together to support, connect, and empower the residents of Northwest London, strengthening our inclusive community.

Vision: Together We Thrive, Community for All.

Values:

- Innovative
- Resourcefulness
- Inclusive
- Welcoming
- Respectful
- Supportive
- Partnership
- Authentic

Key messages

Organization: Northwest Resource London Centre

Our Mission: To create safe, caring spaces in which young people can learn, develop, and socialize. Through programs like Employment Awareness, we equip young people with life and career skills, allowing them to build a strong foundation for the future.

Understanding Our Strengths and Challenges

Strengths:

- Well-founded programs that have already made a difference
- Strong roots in the community and deep local support
- Commitment to young people's empowerment and development

Challenges:

- Respect for funding in order to maintain programs
- Limited capacity to service all youth who need our help

Opportunities:

- Engage more of the community in our activities
- Provide our programs to service more youth
- Partner with local business to provide employment opportunities and mentorship

Threats:

- Uncertainty of funding and sustainability
- Competing programs with similar missions
- Shifting youth needs requiring ongoing adaptation

Themes: inclusivity, youth empowerment, community building, employment preparation, long-term sustainability.

Our Promise:

The Northwest Resource London Centre is committed to building brighter futures through the development of inviting spaces and meaningful opportunities for young people in our community.

Key Messages (Talking Points)	Proof Points
Our organization provides a safe space for youth to learn, grow, and connect.	Over 200 youth participate in programs annually, gaining essential life and career skills.
Supporting youth benefits the entire community, leading to lower unemployment and better engagement.	Studies show that youth employment programs reduce local unemployment rates and crime.
Ongoing funding is essential to keep these programs running.	Recent budget cuts have threatened similar programs in London, emphasizing the need for stable funding.
Job training and career guidance help youth secure meaningful employment.	70% of youth completing the Centre's training programs find jobs within six months.
Programs are open to all youth, regardless of background or challenges.	The Centre provides free access and support for youth facing financial or personal difficulties.

Creative brief

Client	Northwest London Resource Centre
Client mission statement	Working together to support, connect and empower the residents of Northwest London, strengthening our inclusive community.
Project name	Employment Readiness
Date	04/04/2025

OBJECTIVE What is the goal of creating this campaign? What need are you addressing for the client?	Increasing awareness and participation in the Employment Readiness program to empower youth with confidence, practical skills, and job opportunities while attracting potential funders and donors.
TARGET AUDIENCE: Who they are and why?	Primary Audience: Immigrant youth (18-24) settling in Canada, seeking career guidance while facing challenges like language barriers and limited networks.

	<p>The campaign provides mentorship, job tools, and culturally relevant resources to support their transition.</p> <p>Secondary Audience: Funders and donors who sustain employment programs for newcomers. Their contributions help youth access vital career support, fostering economic stability, inclusive growth, and stronger communities.</p>
KEY MESSAGE(S):	<p>Our organization provides a safe space for youth to learn, grow, and connect.</p>
<p>DELIVERABLES How many posts? What types of posts? For what social accounts?</p>	<p>6 posts on 3 social media channels Instagram, Facebook and LinkedIn :</p> <p>Instagram – Canvas Painting Workshop Post Type: Carousel (multiple images)</p> <p>A carousel would showcase multiple angles of the painting process, finished artwork, and participants actively engaging in the workshop. This would give a dynamic, visual experience for Instagram’s audience, capturing the creativity and process.</p> <p>Facebook – Teen Cooking Class Post Type: Static Image</p> <p>A static image featuring participants cooking, the dishes being prepared, or a group photo can create an inviting, community-focused post. With link in description, Facebook users are likely to engage with these relatable, visual representations of the class, which highlight both the fun and learning aspects.</p> <p>LinkedIn – Northwest Eats Workshop Post Type: Static Image or Carousel</p> <p>A professional static image or carousel showcasing volunteers preparing or serving meals provides a polished, impactful post that emphasizes the community service and teamwork involved. LinkedIn’s audience values professional development and social impact, making this type of post perfect for highlighting the volunteer-driven initiative.</p>

	<p>Instagram – Stem2stern Workshop Post Type: Carousel</p> <p>This behind-the-scenes Instagram post spotlights hands-on woodworking in an outdoor workshop, showcasing craftsmanship, precision, and effort. Featuring women in woodworking, it challenges stereotypes while capturing key stages—planing, measuring, cutting, and assembling. Both educational and inspiring, it engages the community by promoting hands-on skills and teamwork.⁴</p> <p>Facebook – Homework Club Post Type: Carousel</p> <p>This Facebook and Instagram post showcases the Homework Club, where students collaborate in a supportive learning space. Featuring teamwork, academic growth, and peer support, the images highlight students exchanging ideas and assisting each other. Both engaging and inclusive, the post promotes education while inviting more students to join and benefit.</p> <p>Facebook & Instagram – Job Preparation Workshop Post Type: Carousel</p> <p>This Job Preparation Workshop post highlights professional development, education, and community support. It showcases an engaging session where participants build key skills—networking, interviews, resume writing, and workplace readiness. Through conversations, mock interviews, and application prep, the post inspires job seekers to take advantage of tools for career success.</p>
<p>TONE:friendly, upbeat, serious, informative... (?)</p>	<p>Friendly, motivation, inspiring and informative</p>

<p>MANDATORIES</p> <p>Any brand guidelines, SEO keywords or backlinks that you will include in posts?</p>	<p>For the Build Your Future campaign, maintaining brand consistency is key. Here's what to include:</p> <ul style="list-style-type: none"> ● Brand Guidelines: <ul style="list-style-type: none"> ○ Tone: Friendly, welcoming, and community-focused ○ Visuals: Warm, authentic, and inclusive imagery of real community members ○ Messaging: Clear, empowering, and action-driven content that highlights career-building opportunities ● SEO Keywords: <ul style="list-style-type: none"> ○ Free workshops ○ Teen Cooking Class ○ Volunteer program ○ Practical skills ○ career path ● Backlinks: <ul style="list-style-type: none"> ○ Link to the Northwest London Resource Centre's official website ○ Any relevant partnership organizations or community resources
<p>COMPETITION</p> <p>Who is it and why are we different?</p>	<p>NWLRC stands out by offering personalized, community-driven support for youth. Unlike traditional job readiness programs, it combines career counseling, confidence-building, and practical skills while ensuring lasting impact through engaging digital outreach.</p>

Media posts

Instagram – Canvas Painting Workshop

Post Type: Carousel



Caption : Release your inner artist! 🎨

Join us at NWLRC for FREE canvas painting workshops! A great way to show your art skills, express yourself, make new friends while you unleash your creativity! ✨

📌 No experience needed & all materials provided.

All you need to do is show up! Don't miss out on any of our workshops and make the best out of our programs only at NWLRC!

Click on the link in bio to follow up with us! <https://nwlrc.ca/>

#NorthwestLondonResourceCentre #NWLRC #CreativeCommunity #CanvasPainting
#ArtForAll #FreeWorkshop #CommunityArt #YouthWorkshops #YouthPrograms #artskills

Facebook – Teen Cooking Class

Post Type: Static Image



Caption : Do you have a knack for cooking? Then our Teen Cooking Class is for you! ✨

Learn new recipes, sharpen your kitchen skills, and have fun with fellow food lovers! 🧑🍳
Whether you're a beginner or a budding chef, this **FREE** workshop is the perfect way to cook, create, and enjoy delicious food while learning new skills. 🍴

Click on this link to follow up with us! <https://nwlrc.ca/>

#NorthwestLondonResourceCentre #NWLRC #CreativeCommunity #TeenCookingClass
#TeenChefs #Youth #FreeWorkshop #YouthWorkshops #YouthPrograms #CookingSkills

LinkedIn – Northwest Eats Workshop

Post Type: Static Image



Caption : Volunteer with Northwest Eats - Make a Difference Through Food!

Passionate about food and community? Join Northwest Eats, NWLRC's volunteer program dedicated to fighting food insecurity and bringing people together through nutritious meals.

As a volunteer, you'll have the opportunity to:

- ✅ Help prepare and serve meals to those in need
- ✅ Support food distribution efforts in the community
- ✅ Gain valuable teamwork and leadership experience
- ✅ Make a real impact while connecting with others

Whether you're looking to give back, gain experience, or just be part of a meaningful cause, Northwest Eats is the place for you! Sign up today and be part of something bigger.

Click on this link to follow up with us! <https://nwlrcc.ca/>

#NorthwestLondonResourceCentre #NWLRC #CreativeCommunity #NorthwestEats #Youth
#VolunteerOpportunity #YouthWorkshops #YouthPrograms #FoodForAll #GivingBack

Instagram – Stem2stern Workshop

Post Type: Carousel

Stem2stern Workshop
Learn And Grow

Join Us



Register Now



Caption: We have a great crafting workshop for the Youth for FREE. Practical skills, enhancing your experiences for the future. Don't wait, register now! 🛠️🔪🔧👨🔧

Click on this link to get more information! <https://nwlrc.ca/>

#stem2stern #stem2sternworkshop #ldnont #londonontario #nlrc #NLRC
#NorthwestLodonResourcesCentre #feelforyouth #youthworkshop

Facebook – Homework Club

Post Type: Carousel

HOMework CLUB



JOIN US FOR LEARNING

Free for everyone

REGISTER NOW

Caption: Finishing your assignments has never been easier at Northwest London Resources Centre, come and join us 🧑🏻🕒📖📱📅.

Click on this link to get more information! <https://nwlrc.ca/>

#homeworkclub #ldnont #londonontario #nlrc #NLRC #NorthwestLodonResourcesCentre
#feelforyouth #youthworkshop

Instagram – Job Preparation Workshop

Post Type: Carousel



Caption: Have you thought about what you wanna be in the future? Join us to start the first step for your career path 🧳🎯👩🏫👨🏫. Don't hesitate and sign up now!

Click on this link to get more information! <https://nwlrc.ca/>

#jobpreparation #workshop #resume #future #career #ldnont #londonontario #nlrc #NLRC
#NorthwestLodonResourcesCentre #feelforyouth #youthworkshop

Listicle

Five free awesome workshops for youth to gain valuable skills

Are you looking to connect with people, have fun, and learn new skills? To capture your interest and support your development, the Northwest London Resources Centre is here. Five amazing programs are available through our Employment Readiness Program, designed to spark your creativity, enhance your life skills, and prepare you for what's next.

Everyone can find something they enjoy, whether it's mastering the kitchen in Cooking sessions and Northwest Eats, exploring innovation with Stem2stern Wood, becoming an artist with Canvas Painting or solving assignments with Homework Club. Don't pass up your chance to explore, learn, and grow with us.

1. Growing chef's: Teen Cooking Class

Our classes blend fun and learning with an interactive, team-focused approach. Junior chefs will dive into a hands-on experience, discovering new recipes, cuisines, and techniques in a friendly, social environment.



Click on this link to get more information! <https://nwlrc.ca/>

2. Food for the neighbours: Northwest Eats

Come support our neighbors in need by joining us every Saturday morning! At Northwest Eats, we think caring and sharing are powerful. We'll prepare and share great meals, learn new cooking skills, and make memorable memories while helping our community. Let's cook, connect, and spread kindness one dish at a time!



Click on this link to get more information! <https://nwlrc.ca/>

3. Painting together: Exploring the art of yourself

Learn painting fundamentals such as composition and perspective while painting landscapes, portraits, abstract creations and more. Get ready to express yourself through the art of painting. Grab a brush, let's paint!

Community Client Project – Northwest London Neighbourhood Resource Centre
Comm 6043 25W - Section 2



Click on this link to get more information! <https://nwlrc.ca/>

4. Build your own boat: Stem2stern wood workshop

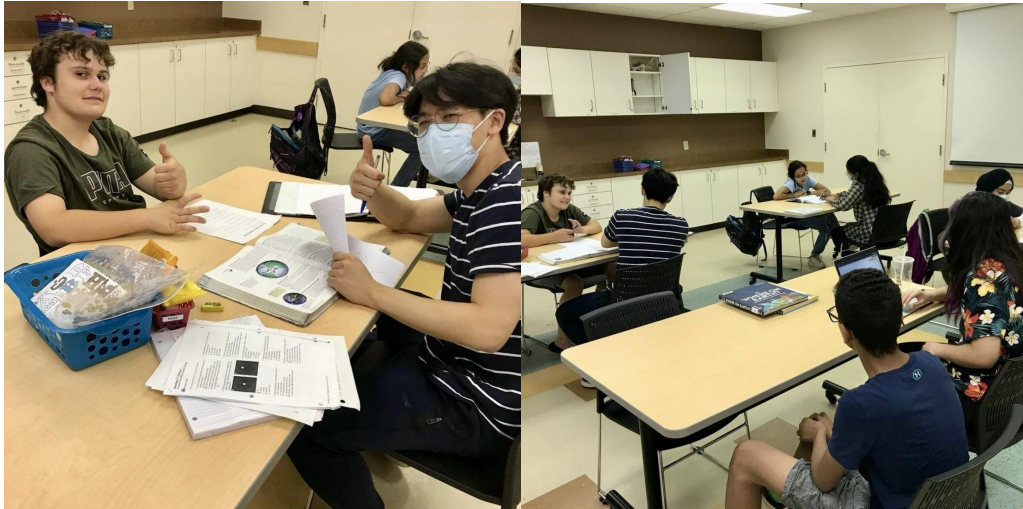
Stem2Stern Woodworks specializes in creating high-quality handcrafted wood pieces with precision and care, combining ancient processes with modern design. Each project demonstrates our commitment to craftsmanship and attention to detail.



Click on this link to get more information! <https://nwlrc.ca/>

5. Homework club

Students can finish homework, ask questions, and get individualized assistance from committed tutors in a focused and encouraging environment at the Homework Club. We want every kid to develop academically, gain self-confidence, and develop a love of learning.



Click on this link to get more information! <https://nwlrc.ca/>

Human impact story

Annie Gasca finds purpose and growth at Northwest London Resource Centre after arriving in Canada.

After moving to Canada from Colombia in 2019, Annie Gasca faced the challenges of adapting to a new life in a foreign country. But it was at the **Northwest London Resource Centre (NWLRC)** that she found both a sense of community and her calling. From the moment she walked through the doors, she felt like she was in the right place. The staff welcomed her with open arms, and she quickly became part of the centre's programs. It was the first place where she felt people genuinely cared about her and her family, and everything she did had a purpose.

"I didn't know what to do, I didn't know the culture, didn't know anyone, didn't know how to navigate like Canada and here there was a place where they would teach me how to and doing like those baby steps, they were kinda like getting me out of my comfort zone, which made me now the person I am right now, so I feel like it was worth it to stay pretty much." said Annie. Six years later, she is now a Youth Services Supervisor at the centre, a position that has allowed her to watch countless youth grow and succeed.



At NWLRC, Annie, who is now a mom to a 14-month old, helps offer programs for youth to build their skills, certifications, and resumes. She also assists with providing volunteer opportunities, especially for high school graduates, helping them prepare for their future. "I've seen kids come through the doors at a young age, participate in these programs, and now they're off to university or securing great jobs and it's incredibly fulfilling to witness their success stories," Annie said.


Looking back, Annie believes moving to Canada was the best decision she ever made. She found her purpose at NWLRC, and every day she is grateful for the opportunities it has given her, both personally and professionally and believes she wouldn't have been the person she is today if it was not for NWLRC. Annie is now proud to be creating a better future for her child and helping others build a brighter future through the center's programs.

Link to video : [HumanImpactStory.mp4](#)

Contact:

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 www.nwlrc.ca

News release

Northwest Eats: Bringing Warm Meals and Brighter Futures to the Community

March 05. 2025

LONDON, ON. – Every Saturday, young people in London, including high school students, neighbors, and other youth, come together with one goal: to cook and serve hot meals for those who need them most. Through the Norwest Eats program, these dedicated volunteers prepare 30 to 40 meals each week, not only filling plates but also building skills, confidence, and stronger community bonds.

Launched in 2021, Norwest Eats is more than just a meal program, it's a stepping stone for youth to develop leadership, teamwork, and culinary skills while making a real impact in their neighborhood. Whether they're chopping vegetables, stirring sauces, or serving guests, these young volunteers are learning firsthand the power of giving back.


"This program is transforming lives—not only by providing hot meals to those in need but by giving youth the opportunity to learn, grow, and take pride in their community."

The Northwest Resource London Centre believes that investing in young people benefits everyone. Programs like Norwest Eats and Employment Awareness equip youth with essential skills, help reduce unemployment, and foster a more connected, engaged neighborhood. With continued support from the community, these initiatives will keep making a difference, ensuring that youth voices are heard and valued.

The Northwest Resource London Centre is committed to providing safe and welcoming spaces where youth can learn, grow, and connect. Through programs like Norwest Eats, the Centre empowers young people while fostering a stronger, more inclusive community.

 Event Schedule – Every Saturday morning

9:00 – 12:00 AM: Food available while supplies last


 Location: The Northwest London Resource Centre - Sherwood Forest Mall 27A-1225
Wonderland Road North London, ON, N6G 2V9

 Tickets: Free

 For more information: www.nwlr.ca

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Web content

Description: After reviewing the NWLRC website, our group noticed that there isn't a clear page dedicated to Youth Programs & Services. To address this, we created a mock-up that ensures visitors can easily access the information they need when they visit the website.

Youth Programs

Empowering youth, building futures at NWLRC, we are committed to providing youth with the resources, skills, and support they need to thrive. Our Youth Services programs offer workshops, mentorship, and opportunities to build confidence, leadership, and employability. Whether you're looking to develop new skills, explore career options, or connect with others, our programs are designed to help you succeed.

Upcoming Workshops for Youth

1. Growing Chefs: Teen Cooking Class

Cook. Create. Connect

Our teen cooking class is where learning and fun come together in hands-on, team-building kitchen experiences. Junior chefs will learn new recipes, cuisines, and techniques in a welcoming atmosphere that builds culinary confidence and camaraderie.

SEO: teen cooking class, youth culinary program, cooking workshops for teens, London Ontario cooking class

2. Food for the community: Northwest Eats

Cooking with Heart, Serving with Purpose

Come help us on Saturday mornings cook, connect, and care for others. At Northwest Eats, you'll learn hands-on cooking skills while cooking and breaking bread with neighbours in need. Let's make kindness the secret ingredient in every recipe!

SEO: community kitchen, youth volunteer program, teen cooking club, food donation program

3. Youth Art Workshop: Finding the Art of Yourself and

Paint Your Story

Reveal the fundamentals of painting—composition, color, and perspective—while expressing your inner self. Whether you love landscapes, portraits, or abstraction, this workshop invites you to find creativity and mindfulness in every brushstroke.

SEO: youth art classes, free painting workshop for teens, teen art therapy, creative programs for youth

4. Build Your Own Boat: Teen Woodworking Workshop

Be inspired by traditional craftsmanship and modern design. In this workshop, youth learn woodworking skills while building their own wooden boats, combining imagination with problem-solving in a supportive, skill-building environment.

SEO: woodworking class for teens, STEM programs London Ontario, youth building workshop, hands-on activities for youth

5. Homework Club

Academic Success for Students in School

Having trouble with schoolwork? The Homework Club offers a calm, supportive setting where students can complete homework, ask questions, and receive one-to-one guidance from caring tutors. Build confidence, develop skills, and enjoy learning again.

SEO: free tutoring for teens, after-school program, youth homework help, academic support London Ontario

Book Now

First name

Last name

--	--

Email

Phone

--	--

Address

Workshop of interest

--	--

Messages


Your message here

--

SEND A MESSGAE

Contact Us

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 (519)-471-8444

 www.nwlrc.ca

Content Summary

The communications plan strengthens the Build Your Future campaign by ensuring strategic and impactful messaging across LinkedIn, Facebook, and Instagram. Through three key messages and six media posts, it effectively engages youth while informing not only youth's attention but also potential funders. The creative brief ensures consistency in tone, branding and posts' strategy for each platform, while the listicle on workshops highlights valuable opportunities for skill-building. Additionally, a human impact story adds authenticity, showcasing real experiences that inspire trust and connection which can raise awareness to the Youth. The news release announces a must-join workshop that can help the Youth in enhancing social skills, connecting with people and networking. Together, these elements drive awareness, encourage participation in the Employment Readiness Program, and secure essential funding, making the campaign both engaging and sustainable.