



# ANNUAL REPORT

2025-2026

# Letter from our Executive Director and Board President

Much of the work in the supported employment sector this past year focused on adapting to a changing landscape, in provinces/territories, nationally, and internationally. Across Canada, we had conversations about current realities with our members, service providers, employer and research partners, CASE learners, persons with lived experience, and funders.

All these conversations highlighted the rapidly evolving contexts in service delivery and employment across Canada and globally that have challenged how we approach our work and that have tested organizational sustainability. They reinforced that collaboration, innovation, and data-informed practice are needed now more than ever to overcome challenges and advance employment inclusion.

Reciprocal relationships allow for more informed decisions, leading to greater innovation, efficiency, and resilience, all of which will sustain us through future challenges.

Collaboration is crucial to continuous quality improvement within CASE. A strategic planning process with members of the CASE board, who represent organizations across the country, resulted in new priorities responsive to sector needs.

What we learned renewed our commitment to the vision, mission, and values that guide CASE. This year, we continued to build capacity in the sector, such as the new certificate program, Foundations of Supported Employment, that builds on the feedback of over 300 learners about existing training.

Through MentorAbility Canada, we continued our engagement with the sector, bringing national leadership to a collaborative of skilled provincial/territorial and local organisations who share our commitment to increasing employment inclusion and the value of mentorship and knowledge sharing.

Much gratitude to our members, collaborators, partners, and funders who shared experiences, actively listened, and worked with us to strengthen the sector and advance disability employment inclusion.



**Annette Borrows**  
Board President



**Joanna Goode**  
Executive Director

# With Thanks

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While supported employment organizations across Canada faced many challenges this year, those issues also brought us together. We are grateful for your openness to collaboration and, most of all, for the impactful work that we continue to undertake together to increase employment inclusion in Canada.

Engaging with other organizations and professionals makes for more efficient and creative decisions, individually and collectively. It helps to solidify our next steps and to create more opportunities for everyone.

## CASE STAFF

CASE staff are the backbone of all the work we do. They are skilled strategists, planners, and doers, always ready to roll up their sleeves and ask, "What's next?" They bring the CASE vision to life with gusto and commitment to CASE values and principles. Thank you, all of you!

Visit the CASE website for a [list of staff](#) and [current job postings](#).



## BOARD OF DIRECTORS

The CASE Board of Directors put their hearts and minds into the revision of the strategic plan, in addition to their other duties. We could not have completed this daunting task without their dedication and wide range of knowledge. We thank each of you for your significant contributions to CASE and to the sector.

Annette Borrows – President (BC)  
Garth Johnson – Vice President (AB)  
Ernie Thiessen – Treasurer (MB)  
Shelley Andrews – Secretary (NFLD)  
Devon Broome – Director (PEI)  
Maureen Haan – Director (ON)  
Deb Hotchkiss – Director (ON)  
Edina Markovitz – Director (QC)  
Jennifer Oliver – Director (AB)  
Lisa Smith – Director (BC)  
Cory Thibodeau – Director (NB)  
Marcus Jamieson – Director (NS)  
Pierre Essoh – Director (NU)

Learn more about our [current Board members](#).

# Strategic Planning and Future Vision

The Canadian Association for Supported Employment (CASE) is a national association of community-based service providers and other interest holders working to advance employment inclusion of persons living in Canada experiencing disability.



## MISSION

CASE facilitates opportunities for supported employment service providers to increase employment inclusion for persons experiencing disability in Canada.



## VISION

All persons experiencing disability in Canada have equal opportunity to secure and sustain meaningful employment.

## STRATEGIC PRIORITIES 2026-2029

Updating a strategic plan requires months of reflection and consultations with CASE members, supported employment service providers, and our board and staff. Thank you to all who have contributed to this important process.

CASE's previous strategic plan focused on strengthening the organization, listening carefully to our members' priorities, and getting CASE programs to more people. With substantive completion of those goals, the new plan builds on those solid foundations.

The 2026-2029 strategic plan considers the current external environment, accessibility standards and legislation, and evolving evidence of the impact of supported employment. The new strategic plan meets the complexity of the current moment by focusing on critical areas that bolster resiliency and impact in the sector.

## CASE STRATEGIC PRIORITIES 2026-2029

1. Generate financial and organizational **sustainability** that enables strategic growth.
2. Forge strategic **relationships** to advance the mission.
3. Engage in **advocacy and policy** on behalf of the supported employment sector.
4. Drive **member value** to serve members' positions, interests, and goals.
5. Enhance **data acumen** to quantify impacts and social return on investment.

# Strengthening Relational Member Engagement

Based on what members have shared, this year CASE strengthened its approach to member engagement to be more relational, responsive, and tailored.

## ENHANCED PERSONALIZED OUTREACH

- Ensured all members and subaccount holders (635 individuals) receive CASE communications, improving outreach.
- Enhanced personalized outreach to strengthen connections and ensure members have the information needed for their membership and to participate in member activities.

## MORE OPPORTUNITIES FOR MEMBER CONNECTIONS

- Launched bi-monthly member meetups, with participation growing to 50 attendees at a members-only conference session in June. Members discuss emerging issues, generate ideas, strengthen skills, and learn from CASE and other members who contribute their expertise and experience.
- Increased member visibility by showcasing member news and accomplishments and welcoming new members.

Recent member feedback reflects the trust, connection, and engagement created through this relational approach.

“

The network also creates meaningful connections with other employment agencies, which strengthens our collaboration and expands opportunities for people we serve.

[Autism Resource Centre in CASE Member Spotlight](#)

”

Current membership:

**150**

CASE membership offers a range of benefits:

- Members-only events to connect and learn with peers
- National Supported Employment Conference discount to support professional growth and networking
- Extra resources and option to co-brand on CASE materials
- Discounts on professional development to deepen your practice
- Promotion of member news, events, job postings, and more to CASE national network
- Vote at CASE AGM to help shape the sector

For information about CASE membership, visit [the CASE website](#).



# MentorAbility Canada

MentorAbility is a national network that creates opportunities for connection, exchange, and learning to foster meaningful career pathways for persons experiencing disability and welcoming workplaces for employers.

## STRENGTHENED THE MENTORABILITY NETWORK

- Active Hub networks in each province and territory; including local and national employers and community partners
- Four new courses – two at CASE and two with Mentor Canada – for service providers, employers, and mentors to enhance their skills
- Think tank with Hub representatives and strategic partners for continuous improvement
- Research with Challenge Factory on the supported employment sector

## INCREASED LEARNING RESOURCES AND CAMPAIGNS

- Research with Signal49 Research on disability disclosure and inclusive mentorship and mentoring toolkit for employers
- Partnered with Mentor Canada to examine how mentorship in early adulthood strengthens skills and supports career development
- Inclusive mentoring campaign through Canadian Chamber of Commerce

## EXPANDED IMPACT AND REACH

A one-year extension to the current phase is allowing MentorAbility to continue, deepening impact and expanding reach.

## In 2025-2026 across 13 provincial and territorial hubs:

- **990+** mentorships facilitated
- **130+** mentorship facilitators signed up
- **550+** employer organizations engaged in mentorships
- **480+** events reaching an estimated **21,000+** employers, service providers, community partners, job seekers, and advocates



Watch the new MentorAbility videos that highlight our national network!

[English video](#) and the [French video](#).

Learn more about [MentorAbility](#).

MentorAbility Canada is funded in part by the Government of Canada's Opportunities Fund for Persons with Disabilities.



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Government of Canada's Opportunities  
Fund for Persons with Disabilities



# Learning and Development

CASE's Learning and Development Team creates accessible, research-based professional development offerings that are responsive to the evolving needs of practitioners in the supported employment and career development sectors.

## THIS YEAR, WE ENHANCED LEARNING OPPORTUNITIES BY:

- Developing new shorter, low-cost offerings based on learner feedback, including Strengths-Based Career Development in the Age of AI and The Strategic Marketer: Building Job Seeker Brand.
- Building community within the sector through networking and knowledge-sharing, such as the members-only conversation series and spotlighting learners.
- Deepening alignment with best practices in adult learning principles through personalization of content for each cohort, orientation sessions, and more time for group discussions.

## STRONGER OFFERINGS THROUGH PARTNERSHIP

We partnered with Tamarack Institute and Planned Lifetime Advocacy Network to develop Building Social Capital, a new complimentary course that launched in 2026.

Existing partnerships continued with CERIC on An Intersectional Approach to Supporting Career Development and with the College of Vocational Rehabilitation Professionals for continuing education credits.

- 1,400+** learners enrolled in asynchronous courses
- 1,000+** learners accessed CASE's Learning Portal
- 1,150** micro-credentials issued
- 50+** graduates of 2 new intensive certificate programs
- 3** members-only professional development and networking events

“

I feel confident in what I'm learning, and I can already see how valuable these skills will be. CASE Learning & Development has been, by far, the best schooling experience I've ever had.

– Samantha Langley, Employment Practitioner,  
G.O.A.T. Support Services LTD.

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Learn more about [CASE professional development](#).



# Communications

During 2025-2026, CASE continued to expand its national reach and to prioritize the dissemination of evidence-based best practices.

## CAMPAIGNS

During National AccessAbility Week 2025, we collaborated with social media content creator Spencer West to create awareness of employment barriers and debunk myths around accessibility. Collaborating with digital content creators with lived experience helps us amplify authentic voices, expand our reach, and connect with wider audiences on social media. This project was funded by the Government of Canada's Accessible Canada Initiative.

We reached employers and the public during campaigns for Indigenous Disability Awareness Month, International Day of Persons with Disabilities, and Mentoring Month.

## NEWSLETTERS

The CASE Connect shares industry news, research, and updates with supported employment service providers.

Disability Inclusion Advantage shares information with employers on inclusive hiring practices and creating an inclusive workplace.

Subscribers:  
**5000+**

## SOCIAL MEDIA

CASE actively engages on social media platforms, and followers have steadily increased over time.

|                  |  Facebook |  X |  Instagram |  LinkedIn |
|------------------|----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|
| 2022-2023        | 1,655                                                                                        | 1,567                                                                                 | 439                                                                                           | 1,559                                                                                        |
| 2023-2024        | 1,877                                                                                        | 1,656                                                                                 | 568                                                                                           | 2,299                                                                                        |
| 2024-2025        | 2,116                                                                                        | 1,626                                                                                 | 678                                                                                           | 3,497                                                                                        |
| <b>2024-2025</b> | <b>2,335</b>                                                                                 | <b>n/a</b>                                                                            | <b>784</b>                                                                                    | <b>4,242</b>                                                                                 |

## CASE BLOG

This year we published 20 posts, with the most read outlining how to create accessible workplaces to engage all workers, including persons with autism and Indigenous workers.

## MEMBERS LEVERAGE NATIONAL AUDIENCES

Member job postings, events, and offerings are promoted through CASE communication channels. Four Member Spotlights amplified member achievements and programs.

Follow or like us on [LinkedIn](#), [Facebook](#), and [Instagram](#).

Subscribe to [our newsletters](#).

[Visit the CASE website](#) and [blog](#).

# DEAM

Every October, CASE proudly celebrates Disability Employment Awareness Month (DEAM). DEAM is an opportunity to celebrate and discuss disability employment inclusion and to collaborate to increase inclusive hiring.

In 2025, our seventh year recognizing DEAM, CASE led three impactful activities:

- **#31DaysofDEAM** – Every day in October, we shared DEAM highlights and stories about workers who experience disability and organizations committed to inclusion.
- **Cheers to Inclusion!** – Events brought together employers and service providers in celebration of disability-inclusive workplaces. The Cheers to Inclusion! toolkit provided postcards, bookmarks, posters, and digital resources.
- **DEAM Proclamation Toolkit** – The toolkit supported efforts to approach provincial/territorial representatives about proclaiming October DEAM.

## Light It Up! For NDEAM 2025®

MentorAbility Canada and JobsAbility Canada collaborated with the Ontario Disability Employment Network (ODEN) in support of ODEN's Light It Up! For NDEAM® campaign. More than 900 locations in 200-plus communities in all provinces and territories were lit up in purple and blue!



Learn more about [DEAM](#).

# Conference and Awards

CASE and avenueNB welcomed more than 360 attendees to the 30th Annual National Supported Employment Conference, Working Together, held June 17–19, 2025, in Moncton, New Brunswick.

Keynote speaker Doug Crandell, who has dedicated more than 30 years to disability advocacy, job development, and advancing employment and systems change, shared his expertise and insights around economic justice.

Attendees connected with peers from across the country and gained deeper understanding of topics such as mental health, cross-organizational collaboration, and the evolution of supported employment.

Thank you to our sponsors and the many volunteers whose support made this conference possible.

## ART CONTEST WINNER

Gordon Robertson, new to art, found his stride in drawing, painting, and textile work.



## 2025 AWARDS

CASE Awards celebrate outstanding contributions by leaders and role models who demonstrate an ongoing commitment to reducing barriers to employment for persons experiencing disability and to building diverse workforces.

### **Phillip Emerson Award for Employment Excellence: Libby Searle**

Libby Searle is dedicated to breaking down employment barriers for persons experiencing disability, focusing on long-term independence.

### **Wiltshire Award of Excellence in Supported Employment: Prescott Group**

Halifax-based Prescott Group's reputation for excellence is built on innovative programs, deep community partnerships, and unwavering commitment to person-centred support.

### **Mark Wafer Award for Business Excellence: Kathy Malley, Malley Industries**

Kathy Malley is a passionate advocate for inclusive hiring and a respected leader who helped her family business become a national example for inclusive practices.

Read more about the 2025 conference and CASE Award winners [on the CASE website](#).

# Global Engagement

While engaging with supported employment organizations and professionals within Canada is essential, it's equally important to learn from and support our peers around the world. The sharing of diverse cross-border perspectives, insights, best practices, research, and opportunities enriches practices in all our respective countries.



## World Association for Supported Employment (WASE)

CASE is a proud member of the World Association for Supported Employment (WASE) and serves as a voluntary member of the WASE Board of Directors. CASE strives to leverage collaborative opportunities with WASE and to share best practices to strengthen Canada's supported employment sector and encourage employment inclusion worldwide.

The World Disability Employment Conference 2027, hosted by WASE and Disability Employment Australia, will take place in Brisbane, Australia from March 17-19, 2027.

To receive updates about WASE and the world conference, sign up for the WASE newsletter on the [WASE website](#).



## Global Leadership Exchange

The Global Leadership Exchange supports knowledge-sharing with leaders in disability and mental health from countries around the world. The 2026 Global Leadership Exchange was held in cities across Canada with the theme, Ideas to action: inspiring leaders to mobilize collective solutions. CASE was fortunate to take part with CCRW, March of Dimes, Avalon Employment, and other organizations from within our network and across the country.



# Financials

CASE's success would not be possible without our valued members and broader CASE community. We sincerely thank each of you for your continued support this year, and we look forward to the exciting initiatives and opportunities that lie ahead for the CASE community.

## REVENUES



Government  
Funding  
**92.6%**



Conference  
**3.2%**



Training  
**1.6%**



Membership  
**1%**

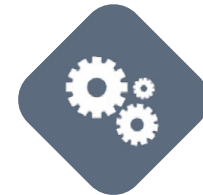


Other  
**1.6%**

## EXPENSES



CASE  
Initiatives  
**94.8%**



Administration  
**4.2%**



Capital  
**1%**

# Get involved

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CASE reflects the voices of our members and the supported employment sector in Canada.

## GET INVOLVED AND MAKE SURE YOUR VOICE IS HEARD.

**Join** a proactive community that is moving the needle forward on supported employment.

[Become a CASE Member today.](#)

**Learn** about supported employment or deepen your knowledge.

[Learning and development opportunities for service providers and employers](#)

[Free resources for service providers and employers](#)

**Enhance** supported employment in your community!

[Participate in MentorAbility to help job seekers and to introduce employers to inclusion.](#)

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## Contact us

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