

# Connected Canadians & MROO



Connected Canadians

# About Connected Canadians



National Digital Inclusion Charity founded in 2018 that promotes **digital literacy skills** amongst **seniors** and older adults, by providing **free** technology **training and support**.





Connected Canadians  
Canadiens Branches

# Empowering Canadian Seniors: Our Client Stories



# Connected Canadians' Secondary Mandate



- Many of Connected Canadians' mentors are newcomers to Canada who benefit greatly from meaningful interactions with older Canadians
- These interactions lead to greater cultural awareness and conversational opportunities
- Through their experience with Connected Canadians, mentors are often able to gain employment here in Canada that is more in line with their skills and background
- Our seniors feel a sense of pride and connection in helping to welcome newcomers into the community



# Programs & Offerings



## 1:1 SUPPORT SESSIONS

- **Tech Helpline:** Canadians age 50+ can call us toll-free, email us, or reach us through our website and receive ongoing support based on volunteer availability
  - Helps seniors learn new digital skills in a relaxed and welcoming virtual environment, free of charge
  - Connected Canadians' supporting partners receive expedient support and coordination
  - In-person support is possible if we have a mentor located close by - must be in a public location (ie. common area, library, coffee shop, etc)



# Programs & Offerings



## 1:1 HEALTHCARE SUPPORT SESSIONS

- **Healthcare Staff:** *Connected Canadians helps ease the burden on healthcare providers by assisting patients with video conferencing tools, allowing staff to focus on care.*
- **Families & Volunteers:** *We supported families and senior volunteers in staying connected with loved ones in hospitals, reducing isolation through digital skills training.*

*Across our 3 sites we made over 3000 virtual calls from April (2020) to the end of July. Connected Canadians helped us by working one-on-one with family members who were not comfortable with technology. It made our job easier and we were rewarded with some wonderful smiles.*

*~ Kim Durst-Mackenzie, Therapeutic Recreation Coordinator, Bruyère Continuing Care*



**Seniors Can  
Connect!**



# Programs & Offerings



Connected Canadians Technology Mentors

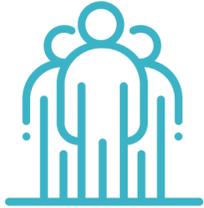
**To ensure older adults have the best possible experience, all Connected Canadians mentors complete a rigorous onboarding process:**

- Preliminary virtual interview with our volunteer lead
- Vulnerable Sector Check completed within the last 2 years
- Two professional reference checks
- Government issued photo ID
- 5+ hours of virtual onboarding modules with quizzes
- Mentors must **pass** an Evaluation roleplay session with one of our Evaluators



Connected Canadians

# Programs & Offerings



## Connected Canadians Technology Mentors

Connected Canadians mentors are trained to approach every session with empathy. They understand how overwhelming technology can feel, especially in a world where older adults can often be made to feel “behind”. Mentors are thoroughly trained to:

- Avoid technical jargon and speak in plain language
- Validate emotions and frustration that may come with learning something new
- Start as slow as needed, without judgment
- Use step-by-step exercises to build confidence
- Help seniors feel ready to complete tasks independently without ever rushing



# Programs & Offerings



## DIGITAL LITERACY WORKSHOPS

- Group sessions with **6-100 seniors**; Held over Zoom or other video conferencing tool, both smaller groups to encourage interaction or larger webinar format
- **Workshop topics include:** Online Shopping & Banking, Phishing Scams, Music & Technology, Google Maps & Google Places, and more! Connected Canadians has 22 different workshop topics developed
- Workshops come with follow-up handouts to make sure that participants have useful resources to refer to after attending.
- Some workshops are held in-person at locations where we have facilitators located



# Programs & Offerings



## DEVICE LENDING/DONATIONS

- Connected Canadians works with partners to provide pre-configured iPads and Android devices to isolated seniors, ensuring they have the tools to stay connected
- Since 2020, we've distributed 1,000+ devices across Canada, supported by setup guides, live support, and staff training



# Programs & Offerings



## ORGANIZATIONAL VOLUNTEER DIGITAL MENTOR TRAINING

- Customized senior-focused customer service training for partners' staff & volunteers to support seniors
- Connected Canadians has trained thousands of staff and volunteers across Canada, including trainees from Markham Public Library, Baycrest Hospital, Families Canada, and Rogers Communications!
- CC is also developing a Cyber Safety Training and Certification for trainees to support victims of scams online





# Rogers and Connected Canadians

- In 2022, CC developed custom training for Rogers' senior-facing technicians
- First major Canadian telecom committed to tailored senior customer service
- 2,000 training licenses provided for Ignite service technicians trained with customized materials
- 85% of Rogers technicians in Chartwell homes trained as of early 2024



# Increasing Financial Literacy for Seniors

- Through support from TD Ready Commitment - we've developed a comprehensive workshop curriculum developed to help seniors with online banking
- Certified mentor training program for effective one-on-one training
- Comprehensive video and document resources on CC's site for ongoing learning





**TD READY  
COMMITMENT**

# New Immigrant Mentor Program

- Based on the success of a City of Ottawa Community Economic Development grant with newcomers to Canada, we have expanded our program to train newcomers to Canada to mentor Canadian seniors
- We will be making a joint funding announcement with TD in April to continue this program for the next 2 years



Connected Canadians

# Programs & Offerings



1:1 SUPPORT SESSIONS

**What can CC help with? Anything technology-related as long as clients are receiving support with learning to build independence and skills**

## **Examples:**

- Learning to use tools like Email, Zoom, WhatsApp, and other everyday apps
- Understanding and fixing common tech issues (like printer errors)
- Organizing, managing, and transferring digital files
- Staying safe online and recognizing phishing scams
- Gaining new skills such as how to build a website
- Navigating online banking safely and effectively
- Choosing and setting up new devices



Connected Canadians



# We've been busy!

- Supporting **thousands of seniors** in over **150 Canadian communities**, **95%** customer satisfaction
- **Over 170 partnership agreements** in place across Canada nationwide
- **Over 550 volunteers trained and onboarded** and **175+ active volunteers**
- We've completed **over 7000 one-on-one sessions with clients**
- **Over 550 workshops delivered** to community partners!





# Funding Model & Vision

- Connected Canadians is able to offer our **free-of-charge** support services for **seniors** through **partnerships** with various organizations across Canada and **government** and **community foundation grants**.
- We have a team of **paid mentors** who work during the day, and we have onboarded over **550 volunteers**. **Volunteers** typically mentor during evenings/weekends to help support senior clients across Canada.
- We believe that **all** people should be **empowered to use technology safely and effectively**, to **engage with loved ones** and **enhance quality of life**. By **2030**, we want **all** Canadian seniors to have access to **free technology training** and **support**.



# Connected Canadians' and MROO



*Empowering Retired Ontarians Through Digital Literacy*

- In November 2024, Connected Canadians (CC) and the Municipal Retirees Organization Ontario (MROO) launched a partnership to enhance digital literacy among MROO members.
- Through this partnership, MROO members receive priority access to CC's free digital literacy services.
- Members are matched with highly trained technology mentors, ensuring expert one-on-one guidance tailored to their needs.



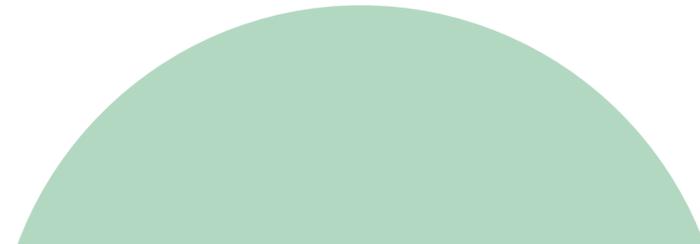
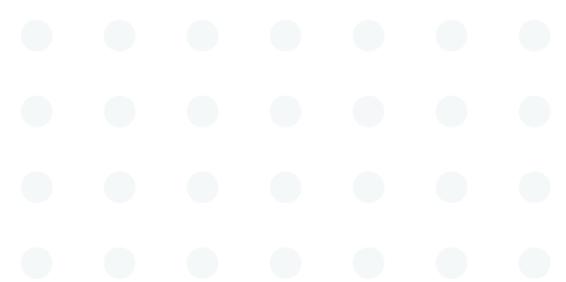
Connected Canadians

# Connected Canadians' and MROO



*Empowering Retired Ontarians Through Digital Literacy*

- Free, expedient one-on-one mentorship coordination for all tech topics
- Fast-tracked pairing with top-performing Connected Canadians mentors
- Flexible virtual and in-person sessions aiming to build confidence and independence at any skill level



# Connected Canadians' and MROO



*Ongoing Workshop Series for MROO Members*

## **Topics covered so far:**

- ChatGPT: Navigating the Digital Conversation
- Preparing to Learn Online

## **Upcoming sessions include:**

- Introduction to Zoom
- Phishing Scams & Internet Safety
- Digital Documents
- Recognizing Fake News
- Preparing Your Digital Life for End of Life
- Accessing Government Services Online



# Connected Canadians' and MROO

## *MROO Member Testimonials*



- **Kathryn:** “This is an excellent service which I found very helpful. I am pretty proficient using technology but sometimes I need formal training from someone who knows a lot more than I do. Clovy was very helpful in answering all of my questions and showing me features on Google Drive that I was unaware of.”
- **Judy:** “I really enjoyed the session, the Mentor was friendly, knowledgeable, helpful and made the issues easier to understand. The Mentor was kind and patient, made me feel comfortable asking questions. The Zoom format was good, sharing the screen so that the Mentor could see the problem worked well. No suggestions for improvement. This is a great service for seniors. It is so helpful having accessible access to a Technical Mentor when you live in a remote and rural area.”
- **Cheryl:** “Everything ran smoothly and quickly from the initial request to response from Karen and meeting today with Victoria. Victoria was extremely helpful and knowledgeable.”



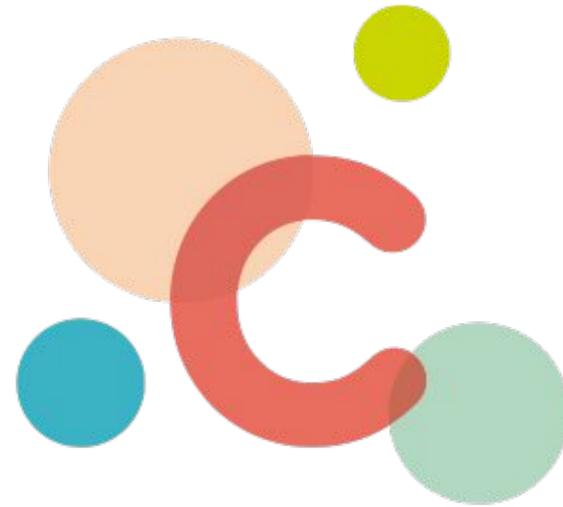
# Next Steps



## Sign-up / Registration

- MR00 members can sign up for assistance on our website at [connectedcanadians.ca/oneonone-senior-support-mroo](https://connectedcanadians.ca/oneonone-senior-support-mroo), emailing [info@connectedcanadians.ca](mailto:info@connectedcanadians.ca) or by calling and leaving a voicemail at 1-877-304-5813
- During peak times it may slightly longer for someone to reach out to MR00 members to schedule an appointment (~3-4 business days)





**Connected Canadians**