



# Final Impact Report

## for the Jumpstarting Print & Graphics programs

*A lasting imprint on a generation of creative youth.*



Eva's Print Shop

JPG

JUMPSTARTING PRINT & GRAPHICS PROGRAM



Eva's Print Shop

JPEG

JUMPSTARTING PRINT, ENTREPRENEURSHIP, & GRAPHICS

# Who we are.

## JPG stands for Jumpstarting Print & Graphics.

Eva's Print Shop's JPG Program introduces participants to the skills and tools to help them jumpstart a career in the graphic arts. Participants receive hands-on training in a supportive environment on Adobe Creative Cloud, marketing, and print production skills.

## Eva's Print Shop & Eva's Initiatives.

Eva's Print Shop is a social enterprise, celebrated for its innovative print and design training programs that seamlessly combine social impact with excellent print services.

As part of Eva's Initiatives, Eva's Print Shop contributes to the organization's mission of supporting youth experiencing or at risk of homelessness. With four locations across Toronto, Eva's provides shelter, transitional housing, and comprehensive health and well-being programs, serving over 200 youth aged 16 to 24 every day.

### 1989

#### The start of Eva's Initiatives.

Eva's Initiatives for Homeless Youth has a rich history that began in 1989 when Eva Smith founded our organization.

### 1999

#### Donation of printing press to start an employment program.

Doug Dempsey proposed an employment training program in print and graphic communications to Eva Smith, aiming to promote the industry as a career for young people. Doug secured an initial donation, including a Heidelberg DI Press, and recommended the first instructor.

### 2002

#### Starting a printing company!

After getting the training program off the ground in 2002, Andrew Macdonald (Former Eva's GM, then head of Employment and Training) decided to save the organization a couple bucks by running the Eva's quarterly newsletter in-house. From this bright idea spawned the social enterprise. Using the print shop training program as a way to generate revenue and provide youth with real hands on work experience.

### 2008-2025

#### Thriving as a social enterprise.

Over the next few years the enterprise expanded, reaching it's peak in 2008, where Andrew Macdonald said in an e-newsletter posted to Charity Village that the print shop reached its goal of financial stability. At that time the print shop had a staff of eight supporting the training program and working within the commercial enterprise.

### 2026

#### The final chapter of Eva's Print Shop.

The core values and beliefs have stayed the same all these years at the print shop. It's all about creating opportunities and supports for at-risk youth. After over 26 years of serving a rich, diverse, and creative community, Eva's Print Shop has reached its final chapter.



# Who We Serve.

At Eva's Print Shop, we have always been incredibly proud to serve a diverse community. Creating an inclusive and welcoming environment was central to our mission, and we were committed to supporting the next generation of creatives from all backgrounds. Design, art, and print speak to more than just visuals— they reflect stories, voices, and perspectives, and we were honoured to help nurture that diversity.

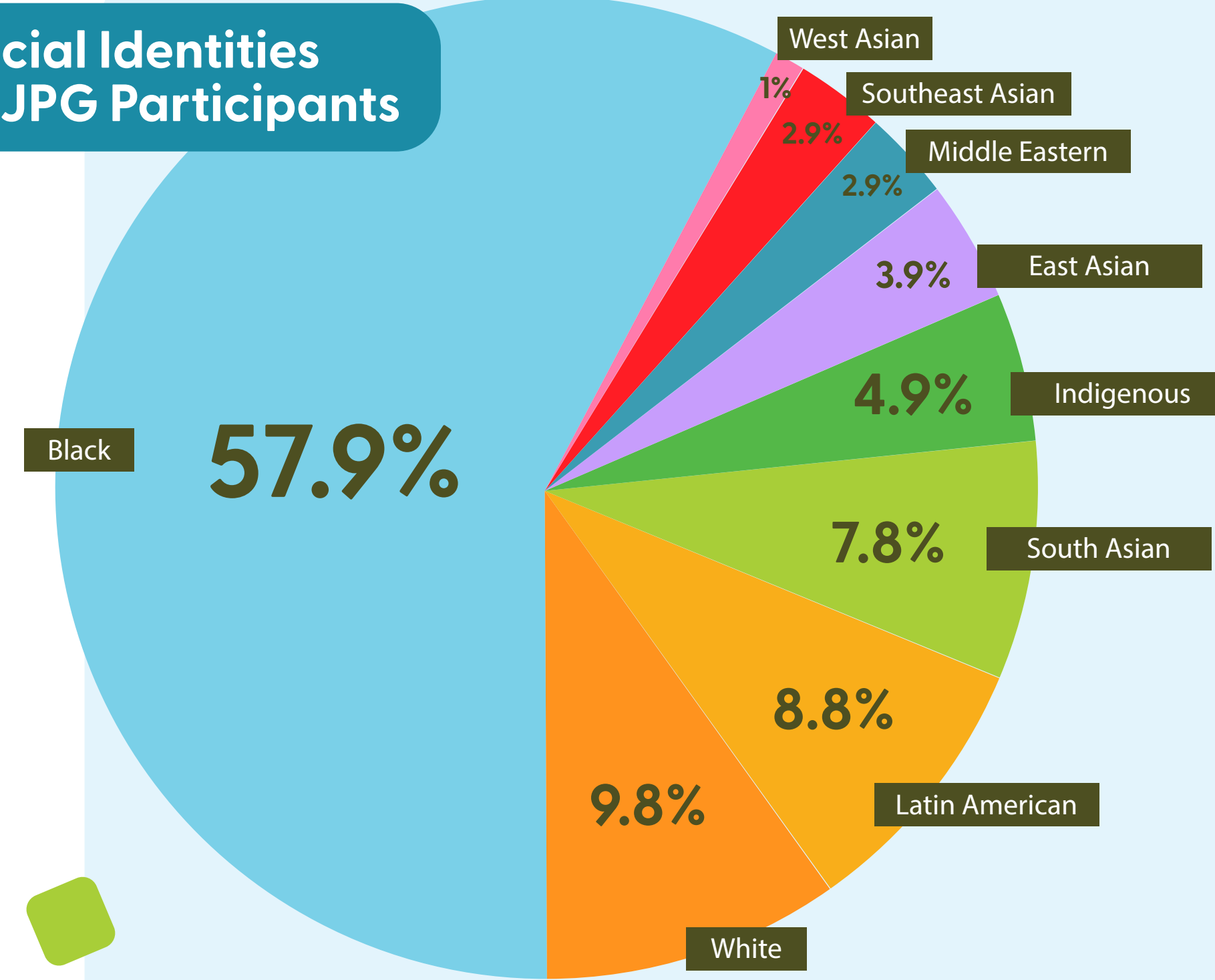
**90%**  
of participants identify as Black, Indigenous, and People of Color

**44%**  
of participants identify as newcomers to Canada.

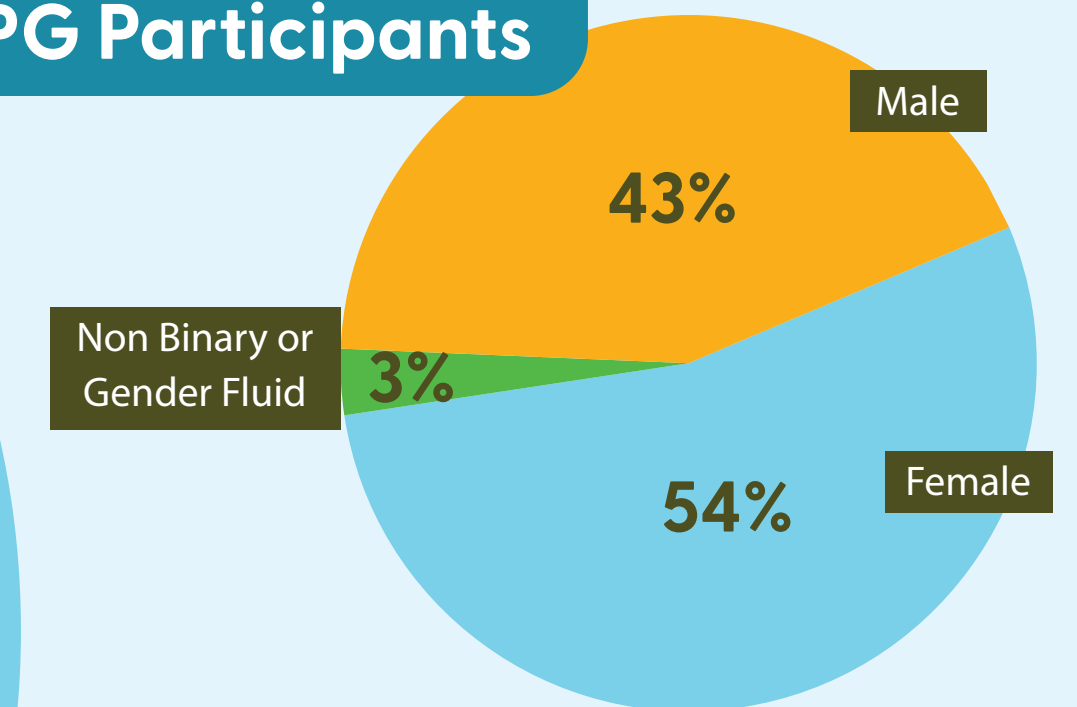
**46%**  
of participants identify as part of the 2SLGBTQ+ community

**91%**  
of participants successfully complete and graduate from the JPG program.

## Racial Identities of JPG Participants



## Gender Identities of JPG Participants



## Our mission, values, and priorities.



Centering youth in marginalized communities



Innovation and relevance in our programming



Providing a place of community and belonging



Special focus on youth outcomes and continued support



\*Statistics are based on information collected from JPG & JPEG participants from January 2023 to December 2025

# Program Structure.

## What We Teach :

Skills for creative careers.

Eva's Print Shop offers the 7-week JPG program that transforms beginners into intermediate graphic designers, ready to succeed in the graphic arts industry. With both virtual and in-person components, participants experience the entire design process, from concept to completion, and have the chance to tangibly produce their work. The program provides the practical knowledge and hands-on experience needed to excel in design and printing.

### Digital Design Skills.

**Photoshop**

Image editing, color correction, and digital artwork

**Illustrator**

Vector design, logos, and branding

**InDesign**

Page layouts, templates, and editorial design

**Acrobat**

PDF editing and preflight

### Print & Production Skills.

**Operating Professional Equipment**

Digital Press, Guillotine, Vinyl Cutter, Heat Press, Wide Format Printer

**Binding and Finishing**

Coil Binding, Perfect Binding, Saddle Stitching, Automatic Creaser, Booklet Machine, Lamination

**Production Softwares**

Fiery RIP Software, Signcut, Winplot



# Outcomes.

## Short-term

- Enriching and motivating experience and hands-on learning
- Output of creative expression
- Community building with peers and like-minded youth

## Long-term

- Hard/technical skills that open up new employment opportunities for youth
- Transferrable soft skills that make youth more hireable all-around
- Ability to apply and commit to long term jobs or careers in the field of design and/or print

## Potential Future Pathways

- Employment
- Work Placement
- Job Readiness Training
- Art & Design Training
- Post-Secondary



# The Spinoff: Entrepreneurship.

Thank you to our  
guest speakers  
and community  
partners.

## The JPEG Program:

Skills for young creatives looking to start their own businesses.

Eva's Print Shop launched JPEG (Jumpstarting Print, Entrepreneurship, and Graphics) in February 2025. The program had been in development since late 2023 with support from a consulting agency and a youth advisory council. While the curriculum continued to include many creative elements, it placed a stronger emphasis on entrepreneurial topics such as market research, project management, and social media marketing.

The idea for JPEG grew directly from what we observed in the JPG program. Many of our JPG participants had strong creative instincts that could easily be developed into viable business models. Their drive, imagination, and eagerness to take initiative reflected the qualities of emerging young entrepreneurs.

We delivered one full cohort of JPEG in 2025.

We delivered the creative components of the program in-house. The entrepreneurial components were taught in partnership with guest speakers that included university professors, recent business school graduates and students, business consultants, and other industry professionals. These partnerships were essential to the delivery of the program and became an important opportunity for relationship building. They helped create a network of professionals who were enthusiastic about supporting motivated, business-minded youth.

## Entrepreneurship Skills.

Project  
Management

Market  
Research

Personal  
Branding

Corporate  
Branding

Social Media  
Marketing

Financial  
Management

Ummulikhaeri Imam-Lawal  
and Van David Hope Dzigba  
NorthEastern University



Flora Shum  
Artistic Director of  
CARFAC Ontario



Nik-Keshia Moodie  
George Brown College



Sunny Dhillon  
Staples Canada



Joe Tamko  
PR & Marketing



Michelle Davis  
MVD Consulting INC



# Community Partnerships + Guest Speakers

## A strong community makes even stronger community members!

Thank you to our community network for being great collaborators.

Since our inauguration, Eva's Print Shop has collaborated with a wide range of guest speakers and community partners to enrich our curriculum and deepen the learning experience for youth. These collaborations have helped build a strong network of resources and support that participants can access during and beyond the program. Over the years, we have partnered with organizations to deliver diverse and meaningful curriculum, create employment opportunities through industry partners, expand educational pathways through community programming, and support next steps through employment training organizations. We are deeply grateful to all of our partners for helping make our work with youth more impactful, supportive, and enriching. Thank you to everyone pictured and to all those who contributed.



Harley Haskett  
Graphic Designer

Thulasi Manoharalingam  
Eva's Initiatives



Madelyn Gragasin  
Itadakimassacre



Elisabeth Clarke  
The Black Elder



Dr. Shamima Raihan Manzoor  
Seneca Polytechnic



Sunny Dhillon  
Staples Canada



Youth Employment Services



Yonge Street Mission



Jayce Baxter  
Computer Programming



Celeste Cole  
Artist



Oasis Skateboard Factory



ArtworksTO



CEE Centre for Young Black Professionals



Connecting For Results

## Collaborating with CFR.



Connecting for Results (CFR), a leading print-industry recruitment firm in Canada, assisted in the successful placement of JPG alumni, Michael and Savannah. This achievement showcases how collaboration between CFR and Eva's Print Shop can support young talent and address the growing need for skilled workers in the print and packaging industries.

### Michael's Journey.



Michael, a newcomer to Canada from Nigeria, arrived in late 2023 eager to build a new life and career. During his four-month training at Eva's Print Shop, he gained hands-on experience in bindery and print operations under the mentorship of Jonathan Gault.

After interviewing Michael, Staples Canada General Manager Seth Rodness offered him the position, recognizing his potential and willingness to learn. Reflecting on the collaboration, Heather Black said: "This is a proud moment for all of us at CFR. By working together with Eva's Print Shop and Staples, we were able to connect a talented newcomer with the right opportunity. Michael's story reflects the importance of community efforts and our commitment at CFR to supporting both the print industry and new Canadians entering the workforce."

### Savannah's Journey.



Savannah joined Eva's Print Shop ready to build her skills and explore a career in the printing industry. Over the course of her training, she gained hands-on experience in bindery and print operations.

Patrick Masset, CEO at Avant Imaging and Integrated Media ULC (AIM) immediately recognized Savannah's energy and enthusiasm and offered her a role as a Lettershop Operator. Reflecting on the decision, Pat shared: "It's exciting to see a young person come in with such energy and eagerness to learn. We're glad to give her the opportunity to grow in a real-world setting and contribute to the team."

From our perspective at Eva's Print Shop, Savannah's story is a reminder of why we do this work. She arrived ready to learn, with curiosity and determination, and she left ready to take the next step in her career.

## Collaborating with CEE Centre.



We collaborated with CEE Centre for Young Black Professionals, a charity dedicated to addressing the economic and social barriers affecting Black youth. We delivered graphic design workshops for their CEE Tech Program, which focuses on teaching youth essential tech skills. From these cohorts, we also recruited youth into two cycles of the JPG program, JPG 1 and JPG 5.

### Tamile's Journey.

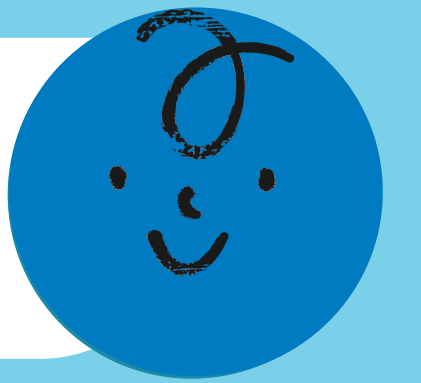


Tamile entered Eva's Print Shop through our partnership with the CEE program, bringing with her a strong sense of purpose and commitment. Tamile approaches her work with purpose and her bright personality and strong work ethic consistently stood out at the shop.

Following her placement at Eva's Print Shop, we connected Tamile with our printing partner, John Sutton, where she was offered additional work. Since graduating in late 2023, Tamile has continued working with John and has found consistent work through this partnership.

Tamile is a stellar example of a motivated, goal-oriented young person whose dedication and character have made a lasting impact on our community.

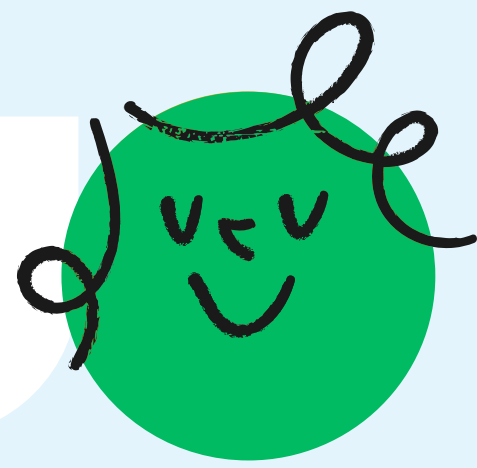
### Sadiq's Journey.



"Participating in Eva's Print Shop had a deeply positive influence on my creativity. I was taught the fundamentals of graphic design, which became the foundation of my creative journey.

Being part of the Eva's community significantly shaped my confidence, opportunities, and perspective. I was also referred by my instructor, Rachel Wong, to work on an ArtworkTO project, where I designed a festival poster and promotional materials for a client. Seeing my work displayed on the streets of Toronto was incredibly rewarding. That project was groundbreaking for me and pushed me to pursue more opportunities as a graphic designer. I will always remember the JPG program as the starting and foundational part of my Graphic Design career. A special thanks to Jonathan Gault and Rachel Wong and I wish everyone who made the program successful a flourishing future."

## Naansi's Journey.



### Rekindling Creativity and Building Confidence.

The changes this program brought about weren't instant but gradual. Over time, the benefits have only multiplied. My instructors really took the time to help me look deep within myself, identifying what I needed and remembering dreams I had forgotten or suppressed because of life's challenges.

While I had always liked creative things when I was younger, as an adult, I had forgotten and doubted my ability to learn. This program changed my mind and led me to explore new creative outlets, like making videos of myself and editing for others as a hobby. This experience made me realize how capable I am and showed me the importance of building relationships and asking for help. I learned that we can only shine on altars that others have helped us build.

*Naansi, a newcomer to Canada, continues to build on the creative skills she developed at Eva's Print Shop, traveling across the country to pursue new artistic opportunities.*

## Gemechis' Journey.



### Harmony in Transformation.

Eva's Printshop unfolds as the vivid canvas of my transformative journey, where the brushstrokes of my narrative gained colours and life. Eva's Print Shop, more than a skills-acquiring space, became a sanctuary where I imbibed humbleness, support, and resilience.

As a newcomer to Canada, Eva's was my lifeline, offering financial stability that allowed me to explore, grow, and contribute. The open environment nurtured my passion and skills, shaping the identity I proudly wear today.

Eva's became the foundation strengthening the framework of my life. A place where challenges met resilience, dreams met encouragement, and hard work met acknowledgment—a testament to the profound personal transformation a workplace can catalyze.

*Gemechis, a newcomer from Ethiopia, has played a pivotal role in supporting other newcomers from his community, helping them settle in Canada and guiding them to opportunities at Eva's Print Shop.*

## Shaniece's Journey.



### Investing in Creativity, Finding Direction.

Over the last year or so I have been on a journey of investing in my creativity in pursuit of developing a career in the creative industry. It has been frustrating, grueling and extremely tedious. However, while the journey has stretched me, it has also been extremely rewarding, as I have been impacted by the Eva's Initiatives JPG program and outstanding members of staff such as Jonathan Gault and Rachel Wong. For 5 months I worked closely with members of staff from the program to develop my design and printing skills and work ethic.

During this time the program provided myself and my peers with support for transportation to and from class, snacks and refreshments and emotional and career support. When this program came into my life I was just beginning a career transition from social services into the creative field. I lacked direction, opportunity to design and the chance to display my talent. I also was without stable income for a few months since my prior job. Through the program I was able to receive the support I required on multiple fronts.

The program has also introduced me to other creative resources to continue investing in my career, such as; Biz Start by Y.E.S, the CEE Center for Black Professionals and ArtWorksTO. With heavy conviction I have to attest that the success I am beginning to experience in my career transition is the direct result of being connected with the Eva's Initiatives JPG program to whom I express earnest gratitude to. Not only did this program tutor me in technical skills using the various Adobe and printing software available in the shop. It also coached me in networking with other professionals, developing my transferable skills to bring with me to future environments and nurturing delicate relationships with clients.

The Eva's Initiative program has been such a catalyst for my creative journey over the past year and I'm sure I will continue to see the depth of its impact for the rest of my life. I'm very grateful to have met the team at Eva's whose impact has continued to be felt even after my graduation from the program.

## Accolade's Journey.



For Eva's Initiative Fall 2025 Newsletter, sent to our donors and impact makers, we highlighted a story from Eva's Print Shop JPG program. Accolade, a recent graduate and resident at Eva's Phoenix, shares how her experience at JPG has positively transformed her life.

"At Eva's, security means more than just having a roof overhead, it's about sustainability, ensuring youth have income, skills and knowledge to navigate systems to build a future where homelessness is no longer a risk.

For Accolade, a youth at Eva's Phoenix, that future began with the JPG (Jumpstarting Print & Graphics) program, where young people gain hands-on training in graphic design, digital printing, and entrepreneurship. She joined during her summer break from college, where she studies construction trades, hoping to learn more about design and challenge herself creatively. What she found was life-changing.

"Taking part in this program was the beginning of a new journey for me," she says. With access to donor-funded programs like JPG, she was able to build confidence, envision her long-term goals, and take steps toward lasting success."



*Accolade was also featured in the Eva's Print Shop and JPG promotional video, created in collaboration with ArtworksTO. In the video, she shared how participating in the program impacted her creative journey and opened a door to self-expression.*

## More Testimonials.

"I joined the program as a newcomer to Toronto, having arrived in the country just two months prior. The Print Shop played a crucial role in helping me navigate my new environment, providing me with insights into various job opportunities and imparting practical work experiences."

"People at Eva's Print Shop are very accommodating and patient. They always provide assistance and reassurance, especially when students are hesitant to ask for help. Ultimately, it is a very rewarding experience!"

"JPG and Eva's Print Shop gave me the knowledge and skills in Adobe and now, I am comfortable enough to apply for jobs in the media / print / creative production industry."

"The JPG program helps participants express their creativity through Adobe softwares. Students learn and develop helpful design skills while being able to go at their own pace. They also provided with a safe and comfortable learning environment. Being in the class can be very inspiring, especially when people share each other's works and offer feedback."





# Thank you!

**for being a part of Eva's Print Shop's community.**

You are the reason Eva's Print Shop has had such an incredible run.  
We deeply appreciate your contributions, participation, and dedication.

*Keep creating, keep learning, and keep leaving your mark on the community.*