

Annual Report 2024-2025

CONFIDENCE BUILT. PROGRESS MADE.

Alternate formats available upon request

"The best way to
predict the future
is to create it."

– Peter Drucker

About Us	2
Message from the Chair & Chief Executive Officer	6
Update from CPHR Canada	9
Promoting the Profession	10
Membership by the Numbers	12
Certification	14
Special Events & Professional Development	16
Financial Statements	18
Independent Auditors' Report	19
Statement of Financial Position	21
Statement of Operations	22
Statement of Changes in Net Assets	23
Statement of Cash Flows	24
Notes to the Financial Statements	25

Mission

The mission is the “why”
of an organization;
its reason for being.
The mission for CPHR
Manitoba is:
*Advancing the human
resource profession*



Vision

A vision statement provides a view in the future and broadly sets out what the organization wishes to accomplish. CPHR Manitoba's vision is:

There is wide acceptance by all stakeholders that CPHRs positively impact leadership, employees, organizational health and organizational performance. There is increased demand for CPHRs in all organizations. The CPHR designation is highly desired by students, human resources practitioners and the business community. CPHR Manitoba influences government, the business communities and its members. The CPHR designation and the profession are synonymous.

Strategic Plan

CPHR Manitoba's Board has approved a new strategic plan for the association. The strategic plan is based on three pillars:

1. **Promote the CPHR brand**
2. **Support CPHR development**
3. **Foster public confidence in CPHRs**

These pillars will guide the long-term direction for the organization and serve as the foundation for annual business plans going forward.

Values

Values are shared beliefs that guide the behaviour of individuals and the team in the organization. The values of CPHR Manitoba are:

- **Achievement** - This value is about our approach to our work and reflects competence, knowledge, continuous improvement, excellence, goal-orientation and a passion for our work.
- **Inclusion** - This value reflects our view that diversity is good for business and emphasizes the importance we place on leading by example. We believe in increasing diversity, equity and representation across our organization, providing tools and resources to our members and encouraging our stakeholders to do the same.
- **Innovation** - This reflects the value of new approaches and continuous improvement.
- **Integrity** - This value is about how we conduct ourselves and reflects accountability, transparency, ethical behaviour, professionalism and honesty.
- **Relationships** - This value is about how we treat others and the relationships that we build with our members, partners and each other. It reflects responsiveness, respect, compassion, collaboration and member-orientation.

Volunteers

BOARD OF DIRECTORS

CHAIR

Alison Crozier, CPHR

Assistant Vice President, Human Resources

Business Partner, Canada Life

–

PAST CHAIR

Dr. Lana Adeleye-Olusae, CMC, FCPHR, MBA

Director of Human Resources

The Manitoba Museum

–

TREASURER

Grant Christensen, FCPA, FCGA

–

DIRECTOR AT LARGE

Adrian Frost, B.A., LL.B

Lawyer, Thompson Dorfman Sweatman LLP

–

DIRECTOR AT LARGE

Anu Baldner, CPHR

Vice President - People

Integrus Credit Union

–

DIRECTOR AT LARGE

Beth Millard-Hales, BA Hons, CPHR,

SHRM-SCP, FCIPD

Chief People Officer, People Corporation

–

DIRECTOR AT LARGE

Carrie Homeniuk, CPHR

Associate Vice President Human Resources, The University of Winnipeg

–

DIRECTOR AT LARGE

Kevin Gill, CPHR

President, Staffmax Staffing & Recruiting

–

DIRECTOR AT LARGE

Nikolene Day, CPHR

Business Administration (HR) Instructor,

Assiniboine Community College

–

DIRECTOR AT LARGE

Dr. Robert Biscontri, Ph.D., FCPA, CGA

Associate Dean, Undergraduate and International Programs, Asper School of Business

–

DIRECTOR AT LARGE

Susan Young, CPHR, SHRM-SCP

VP of Human Resources, Perimeter Aviation LP

–

DIRECTOR AT LARGE

Vanda Racciatti, RD

Board Committees

- Audit Committee
- Awards Committee
- Membership Committee
- Professional Standards Committee
- Discipline Committee
- Complaints & Investigation Committee
- Governance Committee
- Nominating Committee

Staff Committees

- Conference Committee
- Experience Assessment Committee
- Executive Path Assessment Committee
- Awards Gala Nominations Committee
- CPD Audit Committee

Chapters

- Pembina Valley Chapter Advisory Committee
- Westman Chapter Advisory Committee

Thank you to all of our members who have volunteered on our Board and Staff Committees! Your time, dedication and support have helped CPHR Manitoba successfully lead valuable initiatives and host memorable events!

Staff

RON GAUTHIER

Chief Executive Officer & CPHR Registrar

Reporting to the Board of Directors, Ron is responsible for the achievement of CPHR Manitoba's mission, operational plans, and financial objectives in support of CPHR Manitoba's vision. Ron is accountable to the Board for the strategic plan and collaborates with staff to identify, develop and implement the association's events and programs. Ron is also the CPHR Registrar for the province of Manitoba.

LAURA HAINES-MORRISSETTE

Vice-President, Operations and Regulatory Affairs

Laura is responsible for ensuring compliance in the granting and maintaining of the CPHR designation, regulating the CPHR Manitoba member registration and ensuring CPHRs' adherence to professional standards and conduct as outlined in CPHR Canada's Code of Ethics and Rules of Professional Conduct.

Laura manages CPHR Manitoba's strategic partnerships and sponsorships, marketing and communications, events, programming, and membership engagement. Her direct reports are the Standards and Membership Manager, Marketing and Communications Specialist and Events Specialist.

KAYLEE KLAPRAT

Standards and Membership Manager

Kaylee oversees the certification process to ensure registrants meet all the requirements to obtain and maintain the CPHR designation. She works with volunteer committees to ensure CPHR candidates and CPHRs meet and maintain the required educational, experience, professional development and conduct standards.

Kaylee is also responsible for the timely, quality delivery of member programs, services, recruitment activities, and membership registrations and renewals. She supervises the Member Services Team and ensures all member interactions, including public and partner inquiries, meet the association's customer service standards.

KIMBERLY KIBSEY

Marketing & Communications Specialist

Kimberly leads and executes communication and marketing strategies for members, business leaders, Human Resources professionals, students and the public.

DEVON GAUTHIER

Events Specialist

Devon is responsible for the planning, event design, coordination, and execution of all events from conception to completion. She works with a member volunteer committee and ensures that all events meet high-quality and customer service standards.

ALIF AURIK

Member Services Coordinator (term)

Aurik is responsible for promoting the CPHR designation to students and potential members with the goal of growing the membership. They are the first point of contact with members and future members, and performs administrative duties such as processing applications, registrations and fees, updating member databases, and managing mail. They are focused on fostering good member relations by providing proactive, knowledgeable and timely customer service.

EMILAH LAING

Member Engagement Lead

Emilah is focused on external engagement, ensuring a positive membership experience, addressing inquiries, and building strong connections with members, partners, and stakeholders. As part of the member services team, Emilah serves as the first point of contact for members and future members, delivering proactive customer service and is focused on fostering good relationships within the CPHR community. She also coordinates various member program offerings that provide members with an opportunity to learn and connect.

ENIOLA ADETOLA

Standards Coordinator

Eniola is responsible for coordinating key processes related to the granting and maintenance of the CPHR designation, ensuring the efficient execution of certification procedures, member renewals, application reviews, and compliance tracking. As part of the member services team, Eniola is responsible for organizing and maintaining accurate records, preparing reports and presentations, and supporting the implementation of standards-related initiatives.



ALISON CROZIER, CPHR
CHAIR

This past fiscal year, we continued strengthening connections among our members, businesses, and the public. We focused on building strong relationships with the government, and through these efforts, we moved significantly closer to receiving proclamation. We made key strides in aligning our bylaws and internal governance processes with The Chartered Professionals in Human Resources Act, ensuring we are fully prepared to implement the Act effectively upon proclamation, with a set date of June 1, 2025.

We continued to make a significant investment to foster and demonstrate the credibility for the CPHR brand with the public. The CPHR Manitoba 'I Am a CPHR' Member Spotlight video series was nominated for the prestigious Signature Awards, with the video featuring CPHR Manitoba member Kimberley Levasseur Puhach winning an Award. The Kimberley Levasseur Puhach spotlight video was shortened to 30 seconds and used in the CPHR Canada marketing campaign.

Along with this national campaign, we aired this 30 second commercial on TSN 3. While we paid for a set number of airings, the spot was selected by the network for additional plays, resulting in significantly more exposure than anticipated. This unexpected bonus amplified the impact of our campaign and stretched our advertising dollars further. This was reflected in the increased awareness of the CPHR designation in the 2025 Manitoba Business Leaders Survey, which ran after the ad. This reinforces the value of strategic media placements and the benefits of investing in advertising efforts.

This year, we delivered a robust learn and connect program, where we met and engaged with members.

We are excited to share that the Fall 2024 VOE Intake received the largest number of submissions to date for an intake with 39 applications being received.

We continued to move forward on our strategic plan:

Promoting the CPHR brand

Investing in the promotion of CPHR is investing in the future of our profession.

This year, along with our 30 second commercial promotion, we continued our partnership with the Winnipeg Blue Bombers and work with numerous strategic partners, the Chambers of Commerce throughout the province, and other groups.

Through the 2024 Manitoba Business Outlook Survey, we learned that awareness has remained steady at 70%, and business in Winnipeg, or members of the Chambers of Commerce show even higher awareness of CPHR.

The number of CPHR Manitoba members, designates and candidates is growing too:

- Membership has grown and has officially passed 2,000 members.
- The number of CPHRs and CPHR Candidates is at an all-time high with 601 CPHR Candidates and 716 CPHRs. New CPHRs increased by 10%, exceeding our 4% goal.

We also continued to invest time and resources into reaching potential CPHRs through ongoing student relations efforts at our partner post-secondary programs.

Supporting CPHR development

In our ongoing efforts to support our membership, we continued to offer member programming across a wide variety of topics and targeted members at various stages of their professional development including the Walk & Talk Program, Community Building Groups, the Campus Ambassador Program, and the Mentorship Program.

RON GAUTHIER
CEO



This year, almost 250 people attended the HR Excellence Awards and over 400 people attended our HR Conference. Our events, including the Diversity Forum, Psychological Health & Safety in the Workplace Conference, and HR Legislative Review exceeded expectations as delegates and sponsors continue to grow.

We launched a new event, CPHR Recognition Night, to celebrate newly designated CPHRs and those marking milestone anniversaries. The inaugural event was a success, and we plan to make it an annual event.

We partnered with CPHR BC & Yukon again to offer 20 quality and relevant webinars, and with many organizations to deliver high quality workshops to our members.

Fostering public confidence in CPHRs

At the HR Excellence Awards 2025, Minister Adrien Sala delivered groundbreaking news: Bill 233, The Chartered Professionals in Human Resources Act, will officially come into force on June 1, 2025.

Over the past year, we made meaningful progress toward getting ready for the Act to come into force. Staff have continued working closely with legal counsel and government partners to advance the Act toward proclamation and ensure all necessary steps are in place for a smooth implementation.

As a part of this, we completed the organizational structure to better serve our members and fulfill the requirements of the Act. This structure includes key roles such as Vice President of Operations and Regulatory Affairs, Marketing and Communications Specialist, Events Specialist, and Standards and Membership Manager.

Budget and revenue

The Association's goal is to have half of our revenue from member dues and half of our revenue from non-member dues to be more consistent with what is seen in the association

industry and mitigate risk. Historically member dues have made up 40%-45% of our revenue. We are working towards creating a better balance between non-member and member dues revenue by focusing on growing the membership and ensuring member dues keep up with inflation.

With an operating surplus of \$14,405, the board has put another \$15,000 into our internally restricted reserve, bringing it to \$765,000. Our target remains 100% of our annual operating budget.

Membership survey findings

Finally, we are pleased to share the results of our Membership Survey:

- 92% of members are satisfied with their customer service experience and CPHR Manitoba overall.
- 88% of those who are pursuing or hold the CPHR designation agree that the designation is worth attaining.
- 90% agree that the CPHR designation is a high-quality professional designation.
- 71% agree that being a CPHR has improved their career.

Looking ahead

Next year, we will continue to build on our efforts to move the strategic plan forward.

We will maintain our efforts in working with a wide variety of strategic partners to connect with business leaders to continue to increase awareness of CPHR. We will utilize a combination of event sponsorships, advertising, cross promotions, and memberships, depending on the partner. We will keep connecting with professionals outside of the HR profession to raise awareness.

We will continue to work with our post-secondary partners to build awareness of the CPHR designation and reach out to current HR professionals who are not yet members. We will continue to hold our signature events in-person and will hold other events and workshops in-person and online.

At a national level, our involvement with CPHR Canada remains very active. We will continue to participate in various working groups including a marketing group.

Fostering public confidence in CPHRs involves being seen as a credible partner to government and demonstrating credibility for the CPHR brand to the public. Ensuring we are seen to be regulating the profession is important to this strategic goal. As is ensuring we are upholding our end of the Act by introducing a public register of CPHRs and CPHR Candidates, and updating our bylaws as required by the Act.

We remain committed to educating our members about what it means to be self-regulated and why some changes, such as a public registry, will be necessary. As well, revamping the public section of our website to make the complaints process clearer will be a priority.

While the HR profession has made major strides over the last ten years, there's still work to be done in how its strategic impact is recognized at the highest levels of business. We remain committed to supporting our members as they position themselves as key drivers of success and strategic development within their organizations.

Thank you

As we wrap up the 2024-2025 fiscal year, we want to thank the Board of directors for their continued support and governance of the Association; the volunteer committees for helping to keep programs and services moving forward; and our partners, sponsors, and advertisers for their enthusiastic and unwavering support of the HR community in Manitoba.

We want to thank our members for continuing to be great stewards of the profession.

Finally, CPHR Manitoba would not be where it is today without the hard work of our staff. Thank you for your resourcefulness, creativity and dedication.

We look forward to continuing to advance the human resources profession in 2025-2026.



THE VOICE OF HR IN CANADA

CPHR Manitoba is one of nine jurisdictions under CPHR Canada, with a total of over 33,000 combined members.

In 2025, our association contributed to a number of initiatives through CPHR Canada and our fellow jurisdictions, including the National Marketing Campaign, the NKE administration, and the national FCPHR nomination process. For the FCPHR process, CPHR Manitoba assisted by collecting submissions for the review committee, chaired by CPHR Manitoba member Roma Thorlakson.

CPHR Manitoba continues to work with our national body to better align our jurisdictions, including recognizing the designation upon provincial transfers.

The associations work to continue the alignment of standards and create a unified voice under CPHR Canada, which demonstrates excellence in processes, policy, and outcomes for the association.

GLOBAL ALLIANCES

This year, The Chartered Institute of Personnel Management (CIPM) Nigeria and Sri Lanka and CPHR Canada have entered into a Memorandum of Understanding & Mutual Recognition Agreement to foster on-going collaboration and cooperation between these two organizations dedicated to the advancement of the human resources profession.

HRXCHANGE

CPHR Manitoba staff worked with CPHR and HRP staff to plan and launch HRXchange, a Conference to be offered to member across Canada.

NATIONAL CAMPAIGN

The CPHR Manitoba 'I Am a CPHR' Member Spotlight video featuring CPHR Manitoba member Kimberley Levasseur Puhach was shortened to 30 seconds and used in the CPHR Canada marketing campaign across Canada.

NATIONAL STANDARDS

CPHR Manitoba continues to be contracted by CPHR Canada to manage the National Knowledge Exam (NKE).

The overarching goal of promoting the profession is to ensure HR is seen as a vital strategic and organizational business partner. HR professionals have continued to play a crucial role in helping organizations manage through the ongoing pandemic and through that work have shined a light on the value of HR to business. As business has changed, HR professionals have been there supporting health, safety, dignity and success – one workplace at a time.

“Business will keep evolving to new ways of working, and CPHRs are best equipped – through their education, experience and expertise – to shape the future of work.”

Our two target audiences are potential CPHRs (includes HR professionals and students in HR programs) and business leaders.

The association’s strategic partnerships and sponsorships have given us a platform to showcase the value of HR. This level of outreach has helped us elevate our brand awareness and increase demand for CPHRs in the workplace.

Awareness of CPHR in Manitoba has remained steady at 70%. Business in Winnipeg, or members of the Manitoba Chambers of Commerce show even higher awareness of CPHR. This shows that our work with Chambers is going well, as our perceived value increases among Chambers’ members.

In addition to our ongoing partnerships with a variety of Chambers of Commerce and

other business groups, the CPHR Manitoba ‘I Am a CPHR’ Member Spotlight video series was nominated for the prestigious Signature Awards, with the video featuring CPHR Manitoba member Kimberley Levasseur Puhach winning an Award. The Kimberley Levasseur Puhach spotlight video was shortened to 30 seconds and used in CPHR Canada’s 2024 marketing campaign with CBC, showcasing this video on a broader stage. We aired this 30 second commercial on TSN 3. While we paid for a set number of airings, the spot was selected by the network for additional plays, resulting in significantly more exposure than anticipated. This unexpected bonus amplified the impact of our campaign and stretched our advertising dollars further. This highlighted the value of strategic media placements and reinforced the benefits of investing in advertising efforts. We also continued to partner with Bell Media, the Winnipeg Jets and the Winnipeg Blue Bombers.

CPHR Manitoba continued to work closely with our post-secondary partners in Manitoba. We attended career fairs, sponsored student events and facilitated information sessions about the CPHR designation.

The number of CPHRs and CPHR Candidates continues to grow, in large part due to our efforts in connecting with existing and potential members to encourage them to pursue the CPHR designation. The messaging reinforces the value of becoming designated and the lasting impacts that CPHRs have in the workplace when it comes to strategy, leadership, culture, and employee and employer relations.

Strategic Partners

CHAMBERS

- Winnipeg Chamber of Commerce
 - CODE
- Manitoba Chambers of Commerce
- Brandon Chamber of Commerce
- Winkler Chamber of Commerce
- Morden Chamber of Commerce
- Altona Chamber of Commerce
- Steinbach Chamber of Commerce
- Indigenous Chamber of Commerce

BUSINESS GROUPS

- The Associates
- Young Associates
- Manitoba Club

PROFESSIONAL BODIES

- CPA
- Canadian Society of Association Executives (CSAE)
- American Association of Association Executives (ASAE)
- Canadian Association of Management Consultants (CMC)
- Canadian Institute of Management (CIM)
- CME
- Tech Manitoba
- SHRM
- CIPD

MARKETING PARTNERS

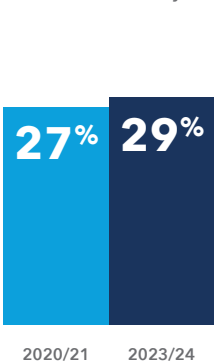
- Winnipeg Jets
- Winnipeg Blue Bombers
- Winnipeg Goldeyes
- Bell Media
- Winnipeg Free Press
- Prairie Manufacturers
- DEL Communications (Guidance Counsellor Magazine)
- RMTC - Lawyer's Play

OTHERS

- Winnipeg Indigenous Accord (City of Winnipeg)
- 50/30 Challenge via Innovation, Science and Economic Development Canada
- Canadian Mental Health Association (CMHA)
- Canadian Employee Relocation Council (CERC)
- ACCES Employment
- Sexuality Education Resource Centre MB
- Volunteer Manitoba
- SAFE Work
- Settlement Online Pre-Arrival (SOPA)
- Manitoba Start
- United Way - GenNext
- Conference Board of Canada
- QNet
- Future Leaders of Manitoba
- HSC Foundation
- Disabilities Issues Office (DIO)
- Manitoba League for Persons with Disabilities (MLPD)
- Winnipeg Poverty Reduction Council/TRC 92 (United Way)
- QNet
- Volunteer Manitoba
- Winnipeg Poverty Reduction Council/TRC 92 (United Way)

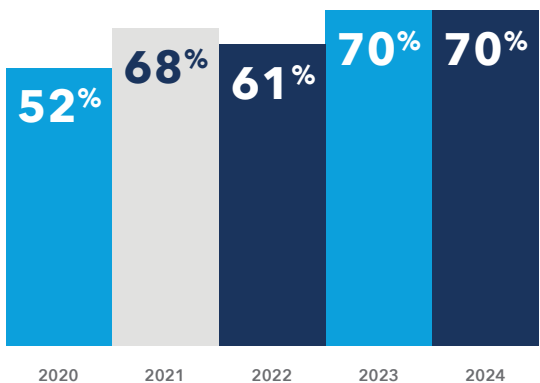
AWARENESS OF CPHR DESIGNATION AMONG MANITOBBANS

2023/24 Manitoba Omnibus Survey



AWARENESS OF CPHR DESIGNATION AMONG BUSINESS LEADERS

2023 Manitoba Chambers of Commerce Business Outlook Survey



716 – CPHRs

386 – Regular / Associate

269 – Students

601 – CPHR Candidates

34 – Retired CPHR/FCPHR / Retired / Life

11 – FCPHRs

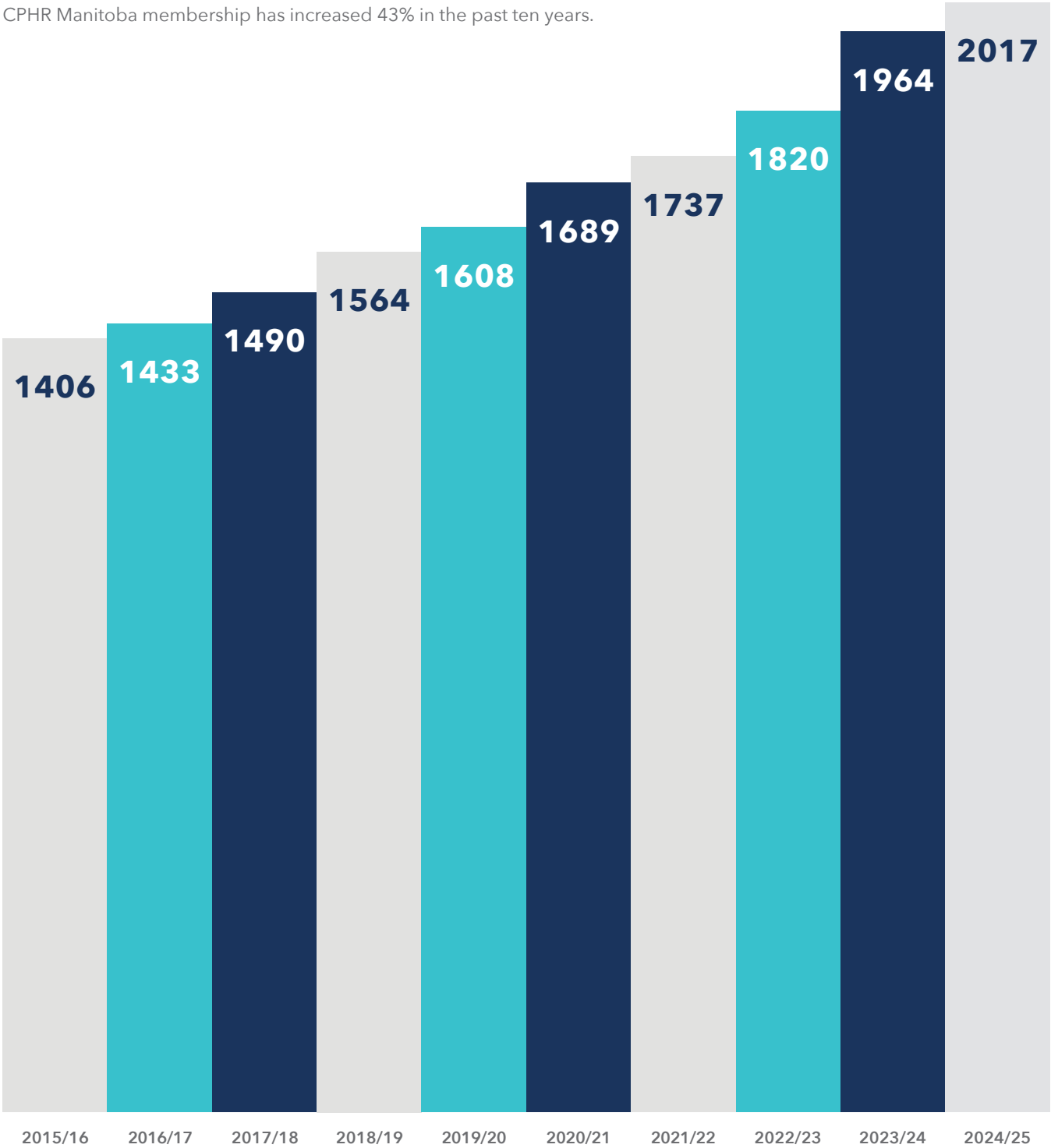
2,017 Total Members

2024-2025 Member Survey Findings:

96% *likely to recommend CPHR Manitoba*

92% *customer satisfaction*

CPHR Manitoba membership has increased 43% in the past ten years.



Being a CPHR means having the education, experience and expertise to shape the future of work. As a professional association, our role is to ensure the credibility of the designation by ensuring current and future CPHRs achieve and maintain a set of national standards. As professions evolve, designations must evolve alongside them in order to ensure they are meeting the needs of the business community.

Validation of Experience

The Fall 2024 VOE Intake received the largest number of submissions to date for an intake with 39 applications being received.

Post-Secondary Institution (PSI) Accreditation Program

Since its launch in 2017, CPHR Manitoba has accredited eleven post-secondary HR programs in the province. We continue to review and update PSIs each year. Robertson College Human Resources Professional Program and CPHR Canada Captus Press Program became accredited for the first time this year. The program has resulted in continued growth of CPHR Candidates through the approval of 737 NKE Waivers (102 this fiscal year). This accreditation program recognizes the evolving landscape of HR practitioners – their variety of educational backgrounds and experience – and allows graduates of accredited post-secondary institutions to waive writing the National Knowledge Exam (NKE).

Programs accredited in Manitoba:

- Assiniboine Community College – Business Administration Diploma (Human Resource Specialization)
- Assiniboine Community College Human Resource Management (Advanced Diploma)
- CAPTUS Press Academic Program
- Manitoba Institute of Trades and Technology – Post-Graduate Certificate in Human Resources Learning and Development

- Red River College Polytechnic – Human Resource Management Certificate
- Red River College Polytechnic – Business Administration Diploma (HR Major)
- Robertson College Human Resources Professional Program
- University of Manitoba Extended Education – Human Resource Management Certificate
- University of Manitoba I.H. Asper School of Business – Bachelor of Commerce
- University of Manitoba – Bachelor of Arts (Advanced Major & General Major in Labour Studies)
- University of Winnipeg Professional, Applied & Continuing Education – Human Resource Management Diploma

Campus Ambassador Program:

This year, there were 8 campus ambassadors across the post-secondary institutions.

National Knowledge Exam

The National Knowledge Exam (NKE) assesses one's understanding of the CPHR Competency Framework as they relate to academic knowledge. The NKE waiver is the most common route to the CPHR designation, however the NKE remains an option for individuals pursuing the designation who have not completed an accredited program to demonstrate their knowledge of the CPHR competencies. CPHR Manitoba created email campaigns targeting students, regular members, and former student and regular members promoting the NKE, the in-person and online prep course options, and a general information session to learn more. Staff also facilitated 13 general information sessions with a total of 110 attendees.

Fall 2024

- 37 writers
- 73% Pass Rate

NKE Prep Courses

CPHR Manitoba partnered with Captus Press to offer an on-demand onlineprep course. In total, there were:

- 30 Captus Press Prep Course participants

Validation of Experience (VOE)

CPHR Manitoba received a total of 86 VOE applications across the various paths to the CPHR designation; 86 of the applications were approved. CPHR Manitoba hosted 15 VOE information sessions and received a total of 243 attendees for these sessions.

Continuing Professional Development (CPD) Audit

CPHRs are required to report a minimum of 60 hours of professional development activity over each cumulative three-year period and a minimum of 10 hours each year in order to maintain the CPHR designation. CPHR Manitoba is required to perform annual audits on 3% of its CPHR members for their Continuing Professional Development (CPD) hours. In 2024-2025, CPHR Manitoba randomly selected 20 members for the CPD audit, which was approved by the CPD Audit Committee.

SURVEY FINDINGS

2024-2025 Member Survey Findings:

88%

of those who are pursuing or hold the CPHR designation agree that the designation is worth attaining.

90%

agree that the CPHR designation is a high-quality professional designation.

Our mission at CPHR Manitoba is to advance the human resources profession. One way we work to achieve that is by supporting CPHRs in their professional development. We offer opportunities for our members to connect as well as a robust selection of professional development opportunities in line with timely issues and trends in the workplace.

Here are some of the highlights:

PD by Numbers 2024/25



423 HR Conference Registrations



242 HR Excellence Awards Attendees



142 Legislative Review Registrations



96 Psychological Health & Safety in the Workplace Conference Registrations



79 Diversity Forum 2024 Registrants



4 Learning Partnerships



9 Workshops



12 Community Building Groups Participants, *Fall 2024*



24 Webinars

2 Community Building Groups Facilitators, *Fall 2024*

7 Community Building Groups Participants, *Spring 2025*



6 Executive Breakfast Series Sessions

2 Community Building Groups Facilitators, *Spring 2025*



108 Pre-Approved For CPD Licenses



22 Walk & Talk Pairs *Summer 2024*



42 One-On-One Mentorship Pairs

16 Walk & Talk Pairs *Fall 2024*

4 Career Development Groups

20 Walk & Talk Pairs *Spring 2025*

CPHR RECOGNITION NIGHT

This year, we launched a new event, CPHR Recognition Night, to celebrate newly designated CPHRs and those marking milestone anniversaries. The inaugural event was a success with 92 registrants, and we plan to make it an annual event.

HR CONFERENCE

This year's conference was titled "Workplace Intelligence". This year's conference had 423 registrations. Sponsorship opportunities sold out, exceeded expectations.

AGM

CPHR Manitoba's Annual General Meeting took place in-person in September where 80 registrants attended to celebrate CPHR Manitoba's past year of successes and achievements.

HR EXCELLENCE AWARDS

This year marked our 22nd HR Excellence Awards. The HR Excellence Awards 2025 took place on April 10, 2025. Thank you again to the Awards Gala Nominations Committee for all their hard work in soliciting applications this year. Thank you also to our Awards Evaluations Committee for their hard work evaluating the applications. Congratulations again to all the nominees and winners!

This year's HR Excellence Awards was even more eventful than usual, as Minister Sala attended the HR Excellence Awards and announced that the proclamation of Bill 233 will be on June 1, 2025.

WESTMAN CHAPTER

This year, there were more in-person events in the Westman Chapter. Some events held were the Holiday Luncheon in December with 23 registrants, the Annual Spring Membership Luncheon in May with 28 registrants, the Employee Performance Management & Progressive Discipline Seminar in January with 16 registrants and the Inspiring the Workforce: Networking Event in February with 32 registrants.

PEMBINA VALLEY CHAPTER

There were many in-person events in the Pembina Valley Chapter. Some events held were the Holiday Luncheon in December with 20 registrants, the Annual Spring Membership Luncheon in May with 26 registrants, the Employee Performance Management & Progressive Discipline Seminar in November with 25 registrants and the HR Connect: Networking Event in November with 26 registrants.

MENTORSHIP PROGRAM

CPHR Manitoba created 42 one-on-one pairs, 4 Career Development Groups. There were 77 participants in total.

WALK AND TALK

The Summer program connected 22 pairs, the Fall program connected 16 pairs and the Spring program connected 20 pairs.

COMMUNITY BUILDING GROUPS

The Fall program had 12 participants and 2 facilitators, and the Spring program had 7 participants and 2 facilitators.

CAMPUS AMBASSADOR PROGRAM

Campus Ambassadors represented and advocated for CPHR Manitoba within their post-secondary programs and institutions. There were 8 ambassadors this year.

WEBINARS

For the last few years, CPHR Manitoba has partnered with CPHR BC and Yukon to deliver timely webinars to members. This past year 20 webinars were available live and on-demand.

PRE-APPROVED FOR CPD PROGRAM

The Pre-Approved for CPD Program (previously known as the Accreditation Program) continues to provide mutual benefit to our Approved Providers and members, promoting HR-related training programs from third-party providers that are eligible for Continuing Professional Development (CPD) hours. The Pre-Approved for CPD Programs are advertised to members on our website, through the weekly newsletter and in a monthly eblast.

CAREER CENTRE

When we launched the Career Centre in April 2020, we saw the opportunity to enhance the member experience with a first-rate job board with features our old job board simply could not support.

We launched a Resume Sweepstakes in the Career Centre to increase the number of resumes uploaded and exposure to the Career Centre.

There have been 562 employers and 1,033 job seekers to date since the launch of the Career Centre. 116 job postings were published during the fiscal year. The CPHR designation was mentioned as a requirement or asset in 42% of job postings, significantly exceeding expectations.

Financial Statements

2024-2025

To the Members of Chartered Professionals in Human Resources of Manitoba Inc.:

OPINION

We have audited the financial statements of Chartered Professionals in Human Resources of Manitoba Inc. (the "Association"), which comprise the statement of financial position as at May 31, 2025, and the statements of operations, changes in net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Association as at May 31, 2025, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

BASIS FOR OPINION

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Association in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

OTHER INFORMATION

Management is responsible for the other information. The other information comprises the information included in the annual report, but does not include the financial statements and our auditor's report thereon.

Our opinion on the financial statements does not cover the other information and we do

not express any form of assurance conclusion thereon. In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If based on the work we have performed on this other information, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

RESPONSIBILITIES OF MANAGEMENT AND THOSE CHARGED WITH GOVERNANCE FOR THE FINANCIAL STATEMENTS

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, management is responsible for assessing the Association's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Association's financial reporting process.

AUDITOR'S RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material

misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Winnipeg, Manitoba
August 21, 2025

MNP LLP

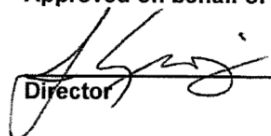
Chartered Professional Accountants

STATEMENT OF FINANCIAL POSITION

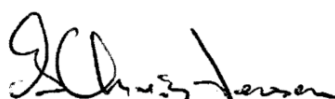
AS AT MAY 31, 2025

	2025	2024
Assets		
Current		
Cash	1,031,734	697,188
Temporary investments (Note 3)	-	251,941
Internally restricted cash	765,000	750,000
Accounts receivable (Note 4)	40,170	58,071
Prepaid expenses	52,622	46,618
	1,889,526	1,803,818
Capital assets (Note 5)	40,769	37,803
	1,930,295	1,841,621
Liabilities		
Current		
Accounts payable and accruals (Note 6)	182,524	164,153
Deferred revenue (Note 7)	836,174	780,277
	1,018,698	944,430
Net Assets		
Unrestricted	105,828	109,388
Invested in capital assets	40,769	37,803
Internally restricted (Note 8)	765,000	750,000
	911,597	897,191
	1,930,295	1,841,621

Approved on behalf of the Board



Director



Director

STATEMENT OF OPERATIONS

FOR THE YEAR ENDED MAY 31, 2025

	2025	2024
Revenue		
Advertising	90,242	95,466
Annual conference	361,586	332,140
CPHR Canada Exam coordination	71,500	71,500
Educational partnerships	28,561	27,578
Investment and miscellaneous revenue	39,220	49,133
Member events	138,650	147,580
Membership dues	831,290	800,600
Professional designation fees	117,589	96,825
Professional development events	196,968	160,731
	1,875,606	1,781,553
Expenses		
Advertising	100,579	84,630
Amortization	13,228	11,426
Annual conference costs	216,267	172,530
Bank and credit card fees	44,445	42,231
Business development	186,047	167,314
CPHR Canada	99,443	91,715
Committees	22,120	18,551
Consulting fees	74,625	77,912
Insurance	3,092	3,032
Member services	110,038	118,149
Office and courier	3,680	2,638
Printing, postage and stationery	8,395	7,572
Professional development events	93,178	55,878
Professional fees	121,702	75,393
Rent and occupancy costs	60,808	66,716
Telephone	2,428	7,985
Wages and employee benefits	670,010	616,608
Website	31,115	27,337
	1,861,200	1,647,617
Excess of revenue over expenses	14,406	133,936

STATEMENT OF CHANGES IN NET ASSETS

FOR THE YEAR ENDED MAY 31, 2025

	<i>Unrestricted</i>	<i>Invested in capital assets</i>	<i>Internally restricted</i>	2025	2024
Net assets, beginning of year	109,388	37,803	750,000	897,191	763,255
Excess of revenue over expenses	27,634	(13,228)	-	14,406	133,936
Purchase of capital assets	(16,194)	16,194	-	-	-
Transfers (Note 8)	(15,000)	-	15,000	-	-
Net assets, end of year	105,828	40,769	765,000	911,597	897,191

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED MAY 31, 2025

	2025	2024
Cash provided by (used for) the following activities		
Operating		
Excess of revenue over expenses	14,406	133,936
Amortization	13,228	11,426
	27,634	145,362
Changes in working capital accounts		
Accounts receivable	17,901	(11,470)
Prepaid expenses	(6,004)	19
Accounts payable and accruals	18,371	(30,185)
Deferred revenue	55,897	63,670
	113,799	167,396
Financing		
Repayment of Canada Emergency Business Account loan	-	(40,000)
Investing		
Purchase of capital assets	(16,194)	(17,764)
Purchases of temporary investments	-	(51,001)
Proceeds from disposal of temporary investments	251,941	-
	235,747	(68,765)
Increase in cash resources	349,546	58,631
Cash resources, beginning of year	1,447,188	1,388,557
Cash resources, end of year	1,796,734	1,447,188
Cash resources are composed of:		
Cash	1,031,734	697,188
Internally restricted cash	765,000	750,000
	1,796,734	1,447,188

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED MAY 31, 2025

1. Incorporation and nature of the organization

The mission of Chartered Professionals in Human Resources of Manitoba Inc. (the "Association") is "advancing the human resource profession."

As a not-for-profit association, the Association is a tax-exempt corporation under the provisions of the Income Tax Act.

2. Significant accounting policies

The financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations set out in Part III of the CPA Canada Handbook - Accounting, as issued by the Accounting Standards Board in Canada and include the following significant accounting policies:

Cash

Cash include balances with banks. Cash subject to restrictions that prevent its use for current purposes is included in internally restricted cash. As at May 31, 2025, \$765,000 (2024 - \$750,000) of cash is internally restricted to fund the internally restricted net assets.

Temporary investments

Temporary investments with prices quoted in an active market are measured at fair value while those that are not quoted in an active market are measured at cost less impairment. Temporary investments subject to restrictions that prevent its use for current purposes is included in internally restricted cash.

Capital assets

Purchased capital assets are recorded at cost. Contributed capital assets are recorded at fair value at the date of contribution if fair value can be reasonably determined.

Amortization is provided using the following method at rates intended to amortize the cost of assets over their estimated useful lives.

	Method	Rate
Computer equipment	declining balance	30 %
Database project and website	declining balance	30 %
Furniture and fixtures	declining balance	20 %

Revenue recognition

The Association follows the deferral method of accounting for revenues. Restricted revenues are recognized as revenue in the year in which the related expenses are incurred. Unrestricted revenues are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Restricted investment income is recognized as revenue in the year in which the related expenses are incurred. Unrestricted investment income is recognized as revenue when earned.

Contributed services

Volunteers contribute a significant number of hours per year to assist the Association in carrying out its service delivery activities. Because of the difficulty of determining their fair value, contributed services related to volunteer hours are not recognized in the financial statements.

Included in member events revenue and member services expenses in the statement of operations \$54,467 (2024 - \$62,415) representing estimated fair value of contributions of contributed materials and/or services.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED MAY 31, 2025

2. Significant accounting policies *(Continued from previous page)***Measurement uncertainty**

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the reporting period.

Accounts receivable are stated after evaluation as to their collectability and an appropriate allowance for doubtful accounts is provided where considered necessary. No allowance has been recorded in the current year (2024 - \$nil). Amortization is based on the estimated useful lives of capital assets.

These estimates and assumptions are reviewed periodically and, as adjustments become necessary they are reported in excess of revenues over expenses in the periods in which they become known.

Long-lived assets

Long-lived assets consist of capital assets. Long-lived assets held for use are measured and amortized as described in the applicable accounting policies.

When the Association determines that a long-lived asset no longer has any long-term service potential to the Association, the excess of its net carrying amount over any residual value is recognized as an expense in the statement of operations. Write-downs are not reversed.

Financial instruments

The Association recognizes financial instruments when the Association becomes party to the contractual provisions of the financial instrument.

Arm's length financial instruments

Financial instruments originated/acquired or issued/assumed in an arm's length transaction ("arm's length financial instruments") are initially recorded at their fair value.

At initial recognition, the Association may irrevocably elect to subsequently measure any arm's length financial instrument at fair value. The Association has not made such an election during the year.

The Association subsequently measures investments in equity instruments quoted in an active market and all derivative instruments, except those designated in a qualifying hedging relationship or that are linked to, and must be settled by delivery of, unquoted equity instruments of another entity, at fair value. Fair value is determined by published price quotations. Investments in equity instruments not quoted in an active market and derivatives that are linked to, and must be settled by delivery of, unquoted equity instruments of another entity, are subsequently measured at cost less impairment. With the exception of financial liabilities indexed to a measure of the Association's performance or value of its equity and those instruments designated at fair value, all other financial assets and liabilities are subsequently measured at amortized cost.

Transaction costs and financing fees directly attributable to the origination, acquisition, issuance or assumption of financial instruments subsequently measured at fair value are immediately recognized in excess of revenues over expenses. Conversely, transaction costs and financing fees are added to the carrying amount for those financial instruments subsequently measured at cost or amortized cost.

Financial asset impairment

The Association assesses impairment of all its financial assets measured at cost or amortized cost. The Association groups assets for impairment testing when there are numerous assets affected by the same factors. Management considers whether the issuer is having significant financial difficulty; whether there has been a breach in contract, such as a default or delinquency in interest or principal payments, in determining whether objective evidence of impairment exists. When there is an indication of impairment, the Association determines whether it has resulted in a significant adverse change in the expected timing or amount of future cash flows during the year. If so, the Association reduces the carrying amount of any impaired financial assets to the highest of: the present value of cash flows expected to be generated by holding the assets; the amount that could be realized by selling the assets at the statement of financial position date; and the amount expected to be realized by exercising any rights to collateral held against those assets.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED MAY 31, 2025

2. Significant accounting policies *(Continued from previous page)***Financial instruments** *(Continued from previous page)*

The Association reverses impairment losses on financial assets when there is a decrease in impairment and the decrease can be objectively related to an event occurring after the impairment loss was recognized.

Customer's accounting for cloud computing arrangement

The Association has applied the simplification approach to account for expenditures in a cloud computing arrangement. Under the simplification approach, the Association recognizes expenditures related to the elements in the cloud computing arrangement as an expense as incurred. In the current year, expenses of \$29,240 have been recognized as website expenses.

3. Temporary investments

	2025	2024
Patronage equity	-	1,941
Non-redeemable GIC redeemed during the year.	-	1,000,000
Internally restricted investments	-	(750,000)
	-	251,941

4. Accounts receivable

	2025	2024
Trade receivables	40,170	34,202
Interest receivable	-	23,869
	40,170	58,071

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED MAY 31, 2025

5. Capital assets

	Cost	Accumulated amortization	2025 Net book value
Computer equipment	127,963	94,987	32,976
Database project and website	101,603	98,147	3,456
Furniture and fixtures	46,891	42,554	4,337
	276,457	235,688	40,769

	Cost	Accumulated amortization	2024 Net book value
Computer equipment	111,769	84,325	27,444
Database project and website	101,603	96,665	4,938
Furniture and fixtures	46,891	41,470	5,421
	260,263	222,460	37,803

6. Accounts payable and accruals

	2025	2024
Trade payables	71,870	31,778
Vacation accrual	46,862	40,432
Accrued liabilities	18,134	28,844
GST payable	34,279	33,782
Visa payables	11,379	29,317
	182,524	164,153

7. Deferred revenue

	2025	2024
Membership fees	728,343	670,205
Other sponsorships	16,950	18,750
Conference sponsorship	49,500	43,350
Conference registration	12,225	10,075
Eblasts	4,765	8,179
Postponed events	22,575	28,525
Other unearned revenue	1,193	1,193
	835,551	780,277

8. Internally restricted net assets

The Association has established an internally restricted reserve to ensure financial stability of the Association. The targeted amount is to approximate one year of normalized annual operating expenses. The Board of Directors will approve a transfer annually until this target is achieved. During the year, \$15,000 (2024 - \$100,000) was transferred to internally restricted net assets.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED MAY 31, 2025

9. Financial instruments

The Association, as part of its operations, carries a number of financial instruments. It is management's opinion that the Association is not exposed to significant interest, currency, credit, liquidity or other price risks arising from these financial instruments except as otherwise disclosed.

INVESTING IN OUR MEMBERSHIP

**Chartered Professionals in Human Resources of Manitoba
Annual Report 2024-2025**

CPHRMB.CA