

Impact: The Benefits Wayfinder Tool

The Benefits Wayfinder was evaluated by an external evaluation firm, Taylor Newberry Consulting. During this evaluation, Taylor Newberry Consulting collected feedback from over 500 users and over 35 organizations across Canada.

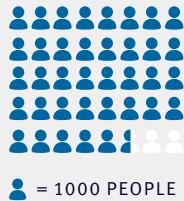
The evaluation data was collected between June 2022 and January 2024



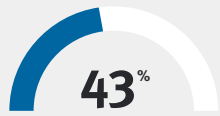
The impact of the Benefits Wayfinder on those who use it

375,000+ individuals

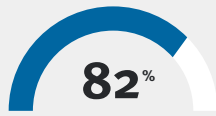
used the Benefits Wayfinder between January 2022 and March 2024



On average, users applied to **2 new benefits** after using the Benefits Wayfinder



43% reported that they wouldn't have applied to these benefits without the Benefits Wayfinder

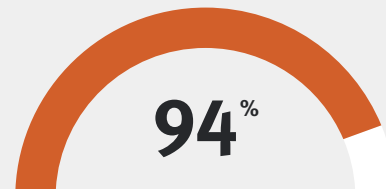


82% reported that the Benefits Wayfinder increased their knowledge about financial benefits

I think everyone should browse the website to understand what benefits are possible in Canada and who is eligible for them.

– NEWCOMER USING THE BENEFITS WAYFINDER

Making staff jobs easier (Those who support people living on low incomes)



94% of organizations continue to use the Benefits Wayfinder one year after they were first trained on the tool

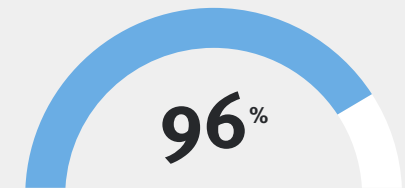
I think it's a good hook...it was really an opportunity to connect with them and connect them to other resources and give them a budget consultation...the impact is broader than just finding benefits itself.

– STAFF PERSON FROM AN ORGANIZATION PROVIDING BENEFIT NAVIGATION SERVICES

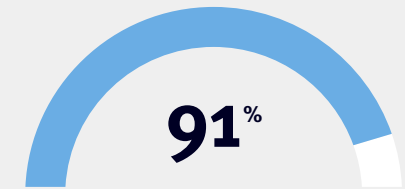
As a nurse, I know the social determinants of health, and how important financial health is. That is why I give this tool to my patients.

– FRONTLINE NURSE USING THE BENEFITS WAYFINDER

Features of the Benefits Wayfinder



96% of frontline workers said that the Benefits Wayfinder was easy to use with their clients



91% of users expressed that the Benefits Wayfinder uses language that they can easily understand

There are other tools out there for finding benefits, but this is hands down the best and easiest one to use.

– BENEFITS WAYFINDER USER