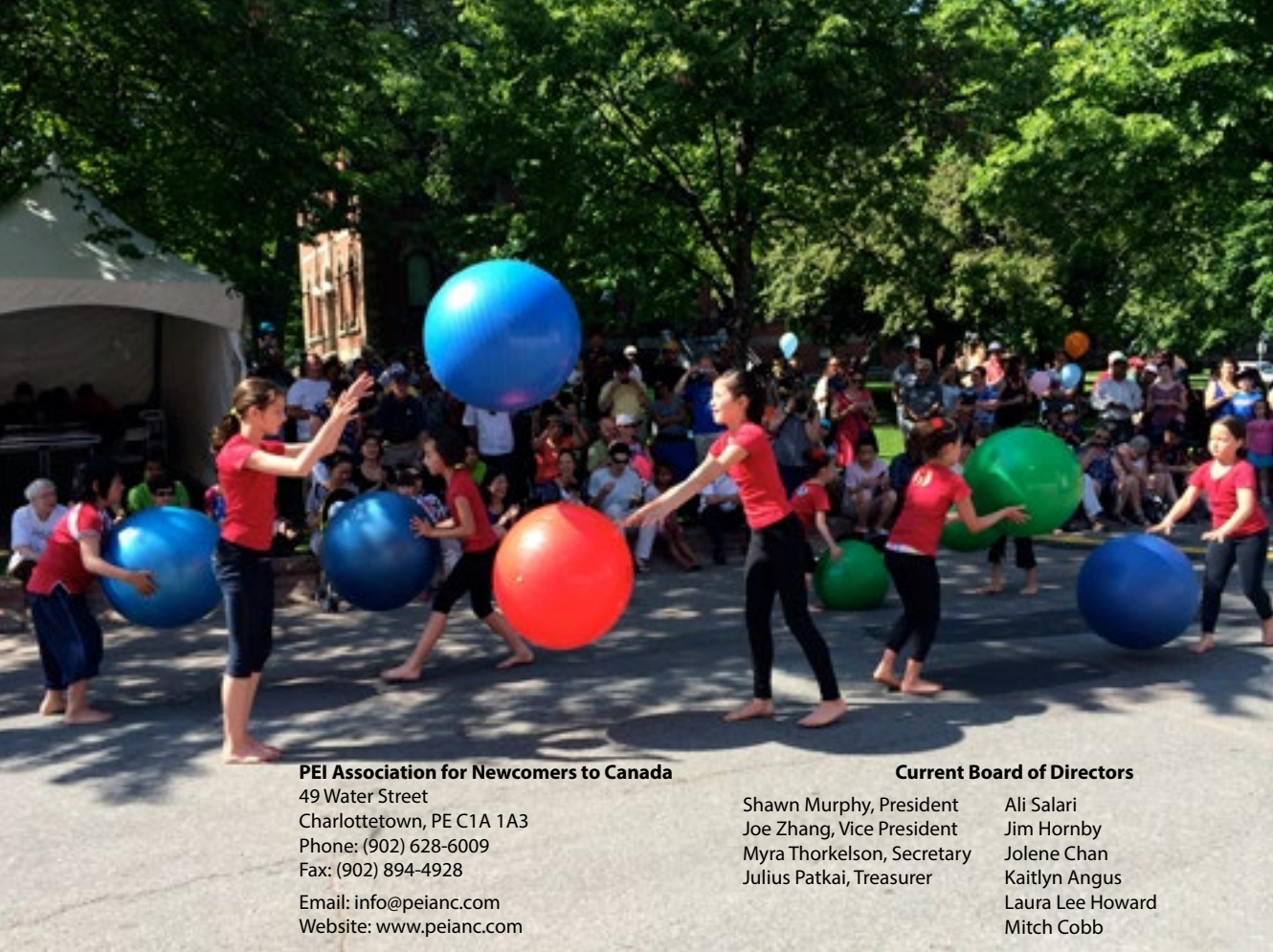


*bringing people  
and communities together*



**2013/2014  
Annual Report**



**PEI Association for Newcomers to Canada**

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## Table of Contents

President's Message	3	A Welcoming Island	21
Executive Director's Report	4	Innovative Programming	26
Integrated Settlement	5	Careers in Canada	29
Cultivating Youth Success	10	Online Success and Statistics	32
Cross-Cultural Inclusion	14	Partners, Funders and Finances	33

This report covers the period from September 1, 2013 to August 31, 2014

## President's Message



It is an exciting time to be involved with PEI Association for Newcomers to Canada (PEI ANC). You can feel the energy. The faces of Prince Edward Island are changing before our eyes, and we are all very much a part of this. The Board of PEI ANC is extremely proud of our committed management and staff. Each-and-every-day they make a positive impact on the lives of PEI's newcomer residents. The Board also thanks Sarath Chandrasekere, Michele Dorsey, and Itunu Oremade for their past service on the Board, and welcomes Ali Salari and Kaitlyn Angus to work with in the year ahead. I want to personally thank the Board of Directors for their commitment to PEI ANC.

The Board has identified several strategic priorities for the organization in 2014-2015; among them, to:

- strengthen and expand programs and services to assist employment for immigrant clients
- impress upon the general community the economic and social benefits of a diverse workforce
- expand and strengthen our relationship and partnership with all external stakeholders, including ethnocultural organizations
- develop and implement an effective external communications strategy
- maintain and expand our presence throughout the province

PEI ANC enjoys good relations with our major funding stakeholders, especially the Governments of Canada and Prince Edward Island. Islanders collectively appreciate the benefits of a growing diverse population, and we thank them for their continued support.

Shawn Murphy, President

## A Message from the Executive Director



It has been a year of diversity and *DiverseCity* for both the PEI Association for Newcomers to Canada and for Prince Edward Island. Thanks in part to the PEI 2014 Fund, and the Office of Immigration, Settlement and Population, there were three amazing *DiverseCity Multicultural Street Festivals* in Montague, Summerside, and Charlottetown. More than 14,000 people (residents and tourists) engaged with dozens of new cultures that are now making this Island home. In fact, in the history of Prince Edward Island, we have never seen such diversity in our residents. During this reporting period PEI ANC has welcomed more than 1,500 newcomers from 76 different countries and we anticipate similar numbers arriving in 2014-15. Over the past five years we have provided settlement support to upwards of 7,000 newcomers from more than 100 countries.

At our 49 Water Street location we have continued to benefit from improved service delivery and a more coherent team effort due to the 2013 consolidation of our Charlottetown operations. Through funding from Health Canada and Citizenship and Immigration Canada, PEI ANC has been able to extend our services Island-wide with a staff person in Montague and Summerside where both municipalities fully support our work.

Through education and outreach directly to organizations, businesses, and schools, we continue to build welcoming communities to ease transition to Canada for newly arrived immigrants. Their successful integration on PEI is aided by over fifty of PEI ANC's partners, and hundreds of volunteers. I am grateful for this support and the dedication of the ANC's excellent staff. We appreciate the new knowledge, talent, experience, and energy newcomers to Canada bring to our Island. The Island is enriched because they chose to be here.

Craig Mackie, Executive Director



## Benedicta Watchi: This is My Place Now



After fleeing fighting in the Central African Republic, Benedicta Watchi, her husband and two small children arrived in a refugee camp in Ghana in 2005. Her husband died 16 months later and Benedicta was left to care for her children in a hostile environment. In 2009 food rations were cut off to the refugees in the camp and things went from bad to worse. Each day for more than four years Benedicta struggled to stay alive, to find firewood, clothing, food for her growing daughters, and to not give in to despair and hopelessness.

Benedicta thanks God for the good fortune of being selected to come to Canada as a Government Assisted Refugee (GAR). On April 11, 2014 she arrived at the Charlottetown airport with her two daughters Sené and Rebecca. She was met at the airport by PEI ANC's

Canadian Life Skills Worker and the Resettlement Assistance Program (RAP) worker. With her usual beaming smile Benedicta says, "They were so kind to me. No one has ever spoken to me so kindly in my whole life. My life until that day had been so difficult. When I arrived in Charlottetown and I was greeted like that, I was so glad to find myself on PEI."

Benedicta faces any adversity in her new life head on. Her beloved, donated bicycle was stolen from where it was locked outside her apartment building only weeks after she received it. Benedicta went to the police and reported the theft. She keeps an eye open for it as she walks to school, goes shopping, and goes to church. She is involved in her new community, attends a church in Charlottetown, is an active volunteer, and

takes daily English language classes to improve her English. Benedicta has experience gardening/farming and has planted a beautiful garden plot at the PEI Farm Centre's Legacy Garden in Charlottetown. She was interviewed for CBC Compass and is a role model for other gardeners. Everyone who meets Benedicta is struck by her vivaciousness, spirit, and joy of living.

Benedicta has not seen her mother, father, sisters, or brothers in over twelve years. She does not know who may be alive, yet she remains positive. She is self-sufficient and resilient, helping out her neighbours with household tasks and babysitting. Her fourteen-year-old daughter Rebecca attended a PEI ANC life skills course in Charlottetown this summer, while eleven-year-old Sene (pronounced Sunny) attended the grade 4-6 portion of the PEI ANC summer camp. Through the JumpStart program, both girls attend Dance Umbrella at the Confederation Centre of the Arts.

Benedicta leaves me with these words, "This is my first time to live this good life. I was fourteen when my father gave me to my husband. Then my school was over; I was a wife and then a mother. But now I am in Charlottetown! Happiness is this!—that my daughters will never again tell to me 'I am hungry.' They have food. They will never again say, 'where will we sleep?'"

#### Resettlement Assistance Program (RAP)

This program is designed to meet initial settlement needs for Government Assisted Refugees (GARs). It is delivered in the 4-6 weeks after their arrival in Prince Edward Island. Services include: temporary accommodations, an initial assessment, and the delivery of orientation and needed information in order to begin the resettlement process, as well as linkage to other existing programs and services.

Number of GARs arrived during this reporting year: 43

Countries of origin: Central African Republic, Democratic Republic of Congo, Bhutan, Somalia

We have a home and a place to sleep. Now they have education for free! Even I, Benedicta, am back in school to learn better English! There are no words in any language to say thank you to Canada, to say thank you to the Association for Newcomers, to say thank you for our safety and our apartment. Charlottetown is my place. These are my people and I am theirs. I will never turn my back on them. This is my place now." ■

### Family Reunification — Nasrene Awil Ahdar



In August of 2008, at the age of twenty-two, Nasrene Awil Ahdar immigrated to PEI as the head of her household. In her care were her brother Mohammed (10), her sister Amal (12), and her sister Shakriya (17). They were sponsored by the Muslim Society of PEI. It became known that Nasrene's family had become separated while fleeing Somalia. Nasrene's mother and three daughters were in a refugee camp in Somalia, Ethiopia. Her father had been killed and another sister was missing.

Through community connections Trinity United Church agreed to privately sponsor the rest of Nasrene's family. The sponsorship committee, through congregation donations alone, raised two-thirds of the money required. After a lengthy process stretching over five years, Nasrene's mother Maryan, and her two sisters Suad and Faduma arrived in July, 2014.

The family is now settled together in Charlottetown, and the sponsor group at Trinity United, headed up by Harry Kielly, Basil Ikede, Rev. John Moses, and Vicky Allen-Cooke, are very active in assisting with the settlement process for the family's newest members.

Harry Kielly, spokesperson for the sponsorship group, says, "The support from the congregation was tremendous and necessary. You have to be patient. You have to have realistic expectations. Also, the federal and provincial government will not be responsible for any health care costs associated with privately sponsored individuals or groups."

Nasrene is now working at a fish plant full-time, her younger siblings are back in school and her mother and sisters are attending English classes at Holland College. The sponsorship group is impressed with the progress being made by all members of the family. "This is meaningful work, the changing of life circumstances for refugees. Whenever we ran into road blocks we contacted Melissa Coffin at PEI ANC and received at various times: support with paperwork, help understanding the process, and words of encouragement. The Association was a great resource for us."

He advises that groups considering sponsorship speak to several other congregations or groups who have already gone through the process. "Get a clear idea of what to expect—that is the best way to deal with the long wait times and frustrations. Once the refugees arrive, the way forward is both complex and rewarding." ■

#### Newcomer Settlement Services (NSS)

NSS workers assist newcomers with settling and integrating into Canadian society. Settlement Services workers provide assistance with orientation, translation, interpretation, access to services such as immunization programs and other medical services, and will make referrals to, and act as liaison with, community services and government programs. In 2013 settlement services also became available to all temporary foreign workers on PEI.

### Here for the Long Haul — The McKoy Family



Thaddus and Sonia McKoy arrived in PEI in early summer 2014 with their 4 children—Katanya (9), Destiny (6), Thaddus Jr. (4) and Charity (9 months). The family were happy to register with the PEI ANC. Thaddus and Sonia are originally from Jamaica but moved to the UK where the children were born. Thaddus is a temporary foreign worker and is working as a long-haul truck driver in Canada. When he and the family arrived they noted that PEI was quite reminiscent of Jamaica in terms of size, family units, welcoming atmosphere, and close-knit communities.

The settlement staff person at PEI ANC who works with TFWs provided information to Sonia and Thaddus on various topics that would benefit the family to assist in a smooth transition and also to help the family to integrate into their community. Newcomer Settlement Services worked closely with Immigrant

Student Services to ensure the children could attend the Association's summer program which they enjoyed and can't wait to attend again next summer. Sonia says, "The PEI ANC was very helpful by providing information and assisting with necessary documents like GST and health cards. You were all so welcoming to us and the children." ■



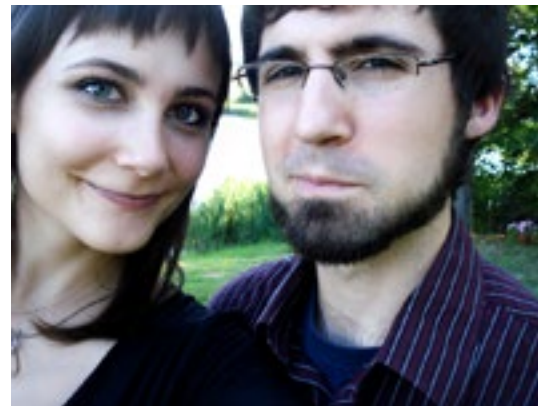
Zenaida Angeles (middle of picture), with Jennifer Trinidad (left) and Marissa Hermano (right). PEI ANC's TFW and International Student Settlement Worker provides them with advice and assistance. They are employed by the Acadian Fisherman's Co-op Association.

” We've been in PEI for over a year now and Newcomers Association have been so good to us. Every time we call, they are there for us. ~ Zenaida Angeles temporary foreign worker from the Philippines ”

## Services for International Students — Hannah Klein

Settlement Worker Rosalie Blanchard met with Hannah Klein for the first time in August, 2014. Hannah came to Canada from the United States on a study permit and graduated from UPEI. Hannah met her partner Troy while visiting PEI before she came to study. They reconnected while she was attending UPEI and they fell in love! After graduation Hannah applied for a post-graduate work permit and has worked in PEI for a few years. The couple decided it is time to move forward with formally building their life together here on PEI. They applied for a common law sponsorship—a process which can be overwhelming, time consuming, and stressful.

It took a few meetings and a lot of paperwork review but with their Settlement Worker's assistance they submitted the application in September 2014. Hannah says, "Having the support of the PEI ANC was a lifesaver during this process. I received the help that made me feel confident in our application, and just knowing that someone was there to support me in the process was more helpful than I could ever describe." ■



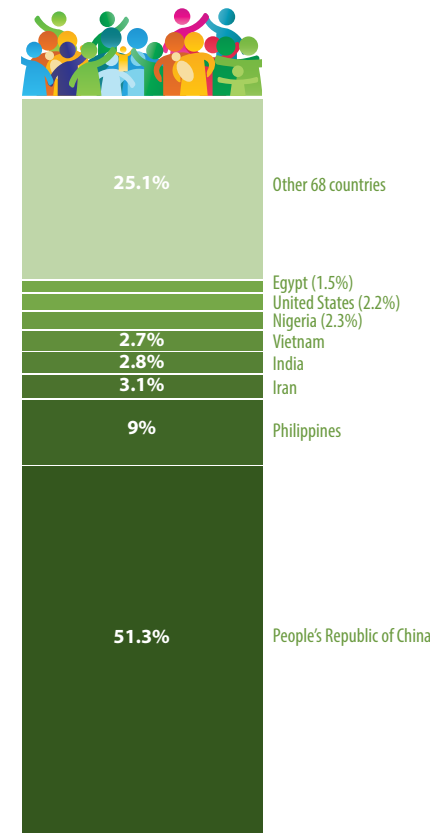
Hannah & Troy

## Intake and Referral Services

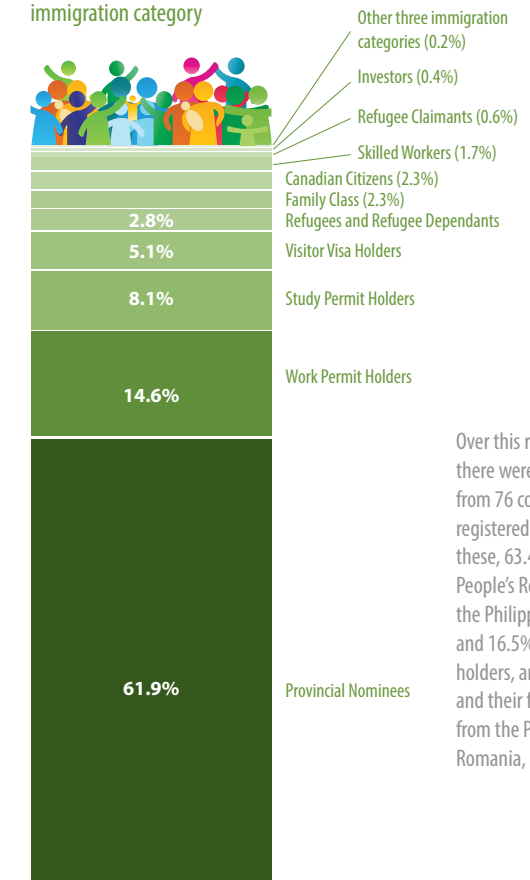
Before accessing settlement services, newcomers like Hannah on the previous page and others whose stories are told in this report, must register through PEI ANC's Intake. The Intake Worker determines eligibility for programs, completes a needs assessment for each member of a family, and refers clients to community programs.

### Intake for the period from September 1, 2013 to August 31, 2014 – Total: 1,557 clients

Number of registered clients by country of origin



Number of registered clients by immigration category



Over this reporting period, there were 1557 new clients from 76 countries who registered with PEI ANC. Of these, 63.4% came from People's Republic of China, the Philippines, and Iran, and 16.5% were work permit holders, and skilled workers and their families – mainly from the Philippines, India, Romania, and Hungary.

## LANGUAGE REFERRALS

Referrals to the Language Instruction for Newcomers to Canada (LINC) are coordinated through PEI ANC and 513 referrals have been made during this reporting period. The LINC program continues to be an integral part of settlement and integration for PEI's newcomers. Both Holland College and Study Abroad Canada accommodate newcomers learning English with full-time day classes. Clients who have obligations during the day are offered the option of part-time English classes through online LINC Home Study. Through the continued efforts of clients and instructors, newcomers are learning English and going on to succeed in their goals of employment or continued education.

## First Time in a School System — Hema Bhandari's Story

Hema was 16 when she moved to Canada in 2011 with her parents Prem Prasad Bhandari and Debi Maya, her older sister and main caregiver Tulashi (19), and her younger brother Prakash (11).

According to her parents Hema started having epileptic seizures and signs of cerebral palsy at the age of two. She grew up in a very loving and caring home where parents and siblings helped with her care. However, growing up with a disability in Bhutan exposed her to prejudice from the community and therefore she was kept home most of the time.

When the Bhandaris moved to Canada they were sure that Canadian communities would be more open to a person with disabilities. After the initial intake of the Bhandari family at the PEI Association for Newcomers to Canada, Immigrant Student Services (ISS) made efforts to get Hema into school. It wasn't an easy road but Hema began attending grade 10 at Colonel Gray High School in October of 2011. She started with a two-hours-per-day schedule. Transition to school was not easy for Hema. Being part of a new, demanding, regular routine, and being around so many people resulted in behaviours that were not acceptable for school. At all times ISS advocated for her and her fam-



ily to make sure situations were being dealt with in a fair, prompt, and accurate manner.

Hema attended school full-time in grade 11. Her attention improved dramatically and she began to love learning. Colonel Gray has helped her develop skills that were dormant for many years. Hema is a bright young woman who despite her vocal challenges has shown an enormous grasp of the English language as far as following simple commands and recognizing words of frequent use. Her mobility has also improved and she no longer uses a wheelchair. On June 24th, 2014 Hema Maya participated in the graduation ceremony at Colonel Grey. It was a day her family always dreamt of for Hema, and a day they will all remember.

Hema on her graduation day, with her family, Colonel Gray High School staff, and Rocio McCallum, ISS Coordinator (far right, front row).



## SUMMER PROGRAM — IMMIGRANT STUDENT SERVICES



Summer of 2014 was the 11th year of the Immigrant Student Services (ISS) Summer Program at PEI ANC. The program is updated from year to year, and the 2014 improvements proved highly successful for youth and staff. Newcomer children in grades 1-3 and grades 4-6 take part in activities two days per week, per group. This requires unique program design for each group, and two different sets of age appropriate support materials. A big boost to the 2014 Summer Program was the award of a \$1000.00 Literacy Grant from *The Guardian* newspaper. This money was used entirely for teaching materials and lesson activity materials bought from Scholastic Canada. Maps, inflatable solar systems, clocks, and Canadian currency displays were some of the new resources that kept the children engaged.

Summer Program lesson topics included: health and fitness, character education, the human body, the solar system, Canadian geography, world geography, the environment and ecology, water safety, story-telling, creativity, and fun. The ISS Program made a great

connection this year with go!PEI. Each student group joined the go!PEI Walk/Run Club for Kids, specifically the go!20 program, which keeps them moving for 20 minutes. Program participants also enjoyed some great adventures outdoors at the beach, swimming pool, park visits, and Sandspit Amusement Park. These highlights create lasting memories for many of the children as some of the best days of their childhood.

Newcomer parents praise this Program as their children continue to learn all summer and are better prepared for back-to-school as a result. The program was thrilled to secure Li-Jean Tsai, a multi-lingual, special education instructor with multiple graduate degrees and specialized training. Students in the Summer Program come from diverse backgrounds and cultures and this year included two special needs students—Jenny Wang who has developmental delay, and a boy who shows signs of Asperger syndrome. These two children were successful in participation, interaction, and readiness for the upcoming school year. Jenny's mother, Jane (Jian) Kuang, says, "Having Li-Jean, a licenced Educational Assistant (EA), carrying West Kent's Individualized Education Program for Jenny forward through the summer with the Association's help, was wonderful. This will have results when she goes back to school. I am deeply impressed by the patience and kindness of the Newcomers Student Services team. They work together with schools for the best of all the children." ■

Jenny Wang and her family



## EDUCATION FOR FAMILIES: PARENTING IN CANADA

PEI ANC's *Parenting in a New Country* program offers monthly workshops and family outings to Immigrant families who are new to Prince Edward Island. Workshops focus on positive parenting skills, building family relationships, understanding Canadian laws, overcoming challenges related to parenting in a new culture and maintaining cultural values and identity. Workshops were held at the Holland College Belmont Centre to English Language students. Recent topics covered included: Internet Safety, Forming Strong Relationships with your Kids, Parents' Rights and Responsibilities, Finding Balance between Cultures, Family Violence Prevention, and Teen Gambling.

In *Parenting in a New Country* classes, parents learn how to connect their cultural values with Canadian expectations. Our goal is to enhance positive family interactions, increase support to families, provide knowledge of community resources, assist with child development and strengthen parenting skills. Parenting is a demanding task. Most of us struggle to learn how to be effective parents, it can be more difficult for immigrants who are also dealing with adapting to a new environment.

Families participating at a parenting retreat this summer



”

My students often ask for this program. It informs them about Canadian laws and cultural differences regarding their children and family dynamics in Canada. They are concerned about what they can permit their children to do and what they shouldn't. Also diet is a concern. Sometimes the students are not sure what is healthy for their children to eat and what is not. The questions vary depending on what country the students come from. This is a wonderful program with important information for newcomer parents.

~ Mary McKenna-Jaeger  
Instructor, Holland College LINC Program

”

### Immigrant Student Services (ISS)

ISS workers help newcomer families with school-aged children to register and integrate into the PEI school system. They assist with cross-cultural interpreting and connecting immigrant children with recreational arts and sports programs. ISS operates an annual Summer Program for younger students (Grades 1-6), and offers a variety of social programming throughout the year for all school-aged youth. The ISS Family Counsellor offers *Parenting in a New Country* courses.

## Interesting Facts about the Immigrant Student Services Program (September 1, 2013 - August 31, 2014)

number of sessions facilitated by Immigrant Student Services	<b>151</b>
volunteer hours during the Summer Program	<b>486</b>
number of students given assistance with sports programs	<b>700</b>
number of parents assisted	<b>346</b>

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total number of students served in the reporting period **745**



## 25 SERVICES FOR STUDENTS



- Intake
- Orientation
- School enrollment support
- Interpreting
- School liaison
- New students follow-ups
- Parent-teacher interview support
- PD day camps
- March Break Camp
- Sports participation
- Sport equipment sharing
- Counselling
- Parenting Sessions
- Family Retreat
- Workshops
- International Friendship Groups
- Youth Leadership Group
- BroZone
- Girls Inc.
- Girls Circles
- Circle of Friends
- Youth employment
- Summer Camp
- Teen Overnight Camp
- YMCA Youth Exchange

Thanks to our funders and over 50 local partners in the community, the Immigrant Student Services Program was able to support 745 students during the past school year.

## CUSTOMIZED MULTICULTURAL TRAINING FOR PROFESSIONALS

Businesses across the province are recognizing the value of PEI ANC's Multicultural Education Program (MEP). Whether working with culturally diverse clients or co-workers, employers are appreciating the importance of educating their staff on cross-cultural awareness. MEP offers customized cultural competency workshops to Island companies to help promote inclusive and productive work environments. Forward-thinking businesses see diversity as key in driving their competitiveness and innovation. RBC and MacDougall Steel Erectors are two businesses that took advantage of this training in 2014.

### MEP statistics for the period September 1, 2013 - August 31, 2014

		
School Presentations	<b>130</b>	<b>2,868</b>
Organization Presentations	<b>48</b>	<b>1,146</b>
DiverseCity Festivals	<b>3</b>	<b>14,500+</b>
	events	participants

#### Multicultural Education Program (MEP)

MEP workers assist the established Island community in understanding unique newcomer needs. They deliver workshops and presentations on anti-racism, cultural competency, and diversity in the workplace and school system. Their goal is to ease cultural transition for newcomers by helping to foster a welcoming and understanding community.

”

With growth in the Island population many of our new clients come from a variety of cultures. Our goal at RBC is to create an inclusive and welcoming environment where all our employees and clients can receive advice that is valuable to them and meets their individual needs. The PEI Association for Newcomers to Canada is helping us do just that. As a result of participating in their multicultural education training, we feel better equipped to understand and respond to varying cultural values and perspectives of our new clients and staff.

~ Kaye Kelly  
Branch Manager, RBC – University Ave.

On behalf of the staff at MSE we wanted you to know how informative and helpful we found the cross-cultural training that Lisa Dollar and Greg Anderson of your Multicultural Education Program provided to us. Before the session took place some of the staff expressed they were unsure what the value would be, but after the presentation everyone was impressed and pleased with what they had learned about cultural awareness and inclusive action. We are grateful to have been involved in this presentation and are looking at ways to use the information at work and in our community.

~ Kristy Howatt  
Human Resources Manager, MacDougall Steel Erectors Inc.

”

## THE CITY OF SUMMERSIDE — COMMITTING TO INCLUSION

In the spring of 2014 the Multicultural Education Program facilitated three full-day workshops for the City of Summerside. Summerside is the first municipality in PEI to engage MEP's extensive multicultural training. The interactive workshop was designed to assist participants to better understand how to communicate with people from culturally diverse backgrounds by examining cultural values and cross-cultural feedback. Participants explored the role of bias and discrimination in their work and lives, and discussed ways to build more inclusive and equitable communities. "It was very encouraging to see the City of Summerside taking such valuable, progressive action to strengthen its equitable practices," notes Lisa Dollar, PEI ANC Multicultural Educator.

Gordon MacFarlane, Director of Human Resources & Legal Services at the City of Summerside, said, "The results of the PEI ANC's multicultural training for Summerside staff was an eye-opener for many. Our 70+ employees covered topics of cross-cultural awareness, inclusion, anti-bias and anti-discrimination. Having City staff trained in cross-cultural awareness is an advantage in attracting and retaining new immigrants."

”

#### From Participant Evaluations

- ~ Exceeded my expectations.
- ~ Good balance of interaction and presentation.
- ~ Made me reflect on my actions and reactions.
- ~ I need to check my stereotypes.
- ~ I realized others may have a different way of thinking.
- ~ We all need better understanding of other cultures.

”



### DIVERSITY BUSINESS MIXER

To promote the Multicultural Education Program to businesses and to showcase PEI's growing diversity, the Community Outreach Team (COT) helped organize a multicultural-themed Business Mixer. Working with the Greater Charlottetown Area Chamber of Commerce, COT invited multicultural singers and dancers, henna artists, and international caterers. It was the most multicultural Chamber Mixer to date with many newcomer clients in attendance.

Akbar Sadat of Sadat's Cuisine, said, "It was a great opportunity for local and newcomer professionals to mix—I guess that is why they call it a mixer!"

Dancers from the Asian Chinese Cultural Artistic Group under the direction of Bing Yiao





## A Tutor with Experience — John MacFarlane

Newcomer Alex (Hong) Wang and tutor John MacFarlane have been meeting at the Confederation Centre Public Library for over two years as part of the PEI ANC's Community Connections English-as-an-Additional-Language Tutor Program (EAL).

"This service is very much appreciated," says Alex. "John is intelligent, experienced, and kind to me and my family. At first, when I moved here four-and-a-half years ago my English is not good. I took classes every day but did not have much opportunity to practice speaking my new language. Meeting with John, we speak about many things like my job search and careers, my daughter's education on PEI, and Canadian food. John taught me how to make bread in a bread machine! He shares life experience with me so I can learn about culture and expectations here. I learn how to listen well, and how to express myself in English."

John MacFarlane, who was awarded the PEI ANC Community Connections Program (CCP) volunteer of the year in 2013, worked overseas for many years in Africa, India, Bangladesh, and Thailand. An entomologist by training he worked for various International Research Organizations, taught in two universities, lived from contract-to-contract, and eventually taught EAL in Thailand for seven years. Coming home to PEI in 2003, John looked for a structured opportunity to connect with new immigrants. "I took the CCP tutor training in 2009 and over the past five years I have had four long-term matches, and two short-term summer ones. Alex is a long-term match. I have gotten to know his whole family."

Alex continues, "John brings things for me to read, on topics I am interested." Alex brings out pages on lawn care, stocks and investing, and of course, bread recipes. Alex's daughter Jessica has arrived from dance

class and is patiently waiting to interview John for a school assignment on "then and now." He is the only senior she knows. Wrapping up our conversation is slow, as we are inclined to linger with John who at 79 has many interesting things to say. Alex says, "I hope to keep meeting with John and improving my English."



### Community Connections Program (CCP)

CCP is an outreach, community-building program that connects newcomers with local volunteers. Programs include: the Community Inclusion Program which introduces newcomers to an established Islander or family to informally assist them with understanding Canadian culture and connecting with the community and the English-as-an-Additional-Language (EAL) Tutor Program which offers informal one-on-one language practice in the Confederation Centre Public Library. CCP also runs the Holiday Host program and the PEI ANC Women's and Men's Groups. It organizes community outreach events in which participants number in the thousands.

## A Volunteer Extraordinaire — Gloriajean Murphy

Gloriajean Murphy has been volunteering with PEI ANC's Community Connections Program (CCP) for five years. When she retired and moved back home to PEI from Montreal, she signed up to participate in the Community Inclusion Program (CIP). Gloriajean says, "I found PEI culture has changed for the better; it is not so homogenous. It is still conservative but I think it is in transition from the 'we and them' perspective, to the 'all of us together' point-of-view. Diversity is appealing to me. Different cultures and religions come together through the CIP program for mutually enriching and beneficial experiences. I love being part of the process. I enjoy being a bridge."

Gloriajean has had matches from Korea, Vietnam, China, and two from Iran. One of her Iranian matches Shahin Hojabri, Sanaz Rostami are recently divorced. Sanaz says, "Gloriajean helped us with all parts of our life. She is more than a friend to me. Our daughter Sama calls her my Canadian Grandma. Gloriajean has helped her adjust to life in Canada. She arranged play dates for her with Canadian kids, and read books and watched movies with her to teach her to better communicate. She encourages her in good behaviour for Canadian kids because cultures are different."



Gloriajean, Sanaz and Sama

The CIP program is designed to create opportunities for broader integration of new immigrants, help them adjust to living in PEI and make connections, learn about Island cultural norms and expectations, and develop language skills. Shahin mentions the informal English tutoring Gloriajean provided as well, "Gloriajean helped me improve my English. I am working at two different jobs, and had no time for language classes, so I needed this very much. She helped me with a job search, with Service Canada appointment, and with income tax advice. We do things together with Sama like a sleigh ride in the winter."

It is clear though, that the most important thing to Shahin is Gloriajean Murphy herself. "She is my Canadian mom. When you immigrate with no family near you, something like this program supports you so you don't feel alone. Gloriajean is my friend. She has taken care of me and I owe her a lot of respect. My family has divided, but Gloriajean loves all of us, which is very good for my daughter especially. Glo is a part of my life".

Sama Hojabri who is ten and in grade five, is drawing a fantastic picture of a dragon. She says that she likes choir and recess best at school. She grins at Gloriajean, "And we have a new kitty! We call him Murphy!"

The DiverseCity Multicultural Street Festival reached new heights in 2014. With support from the PEI 2014 Fund, Federal, Provincial and Municipal partners, and private sector sponsors, DiverseCity was held in three locations across PEI—Charlottetown on June 29, Montague on July 12, and Summerside on July 19!

“Everything came together so well for all three DiverseCity Festivals”, says Craig Mackie, the PEI Association for Newcomers to Canada’s Executive Director. “We had outstanding cooperation and participation on all fronts. Our management team of Mark Carr-Rollitt and Hannah Jones was excellent. PEI ANC’s Community Outreach Team helped with every detail, and our performers, artisans, cultural information booths, and food vendors from dozens of different countries were the highlights of each DiverseCity—even the weather cooperated, giving us three, beautiful, PEI summer days!”

Combined attendance was estimated, conservatively, at 14,500 festival goers, and each event had special highlights that brought Islanders together. DiverseCity is the Island’s signature multicultural festival; a celebration of community, sharing, and the many cultures that call PEI home.

# DIVERSECITY DIVERCITÉ

Multicultural Festival Festival multiculturel

Presented by:



Funded in part by:



Sponsored by:



## CHARLOTTETOWN



## MONTAGUE

“DiverseCity Multicultural Festival is a great addition to the Montague Summer Days Festival. It brought new energy, cultures, international food, and atmosphere to our Town. I heard so many positive comments from residents and tourists alike. There was excellent entertainment for all ages and everyone enjoyed themselves. We would love to have DiverseCity Festival here in Montague every year.

~ Andrew Rowe, Event Coordinator, Town of Montague



## SUMMERSIDE

“What a fabulous day. It was amazing. DiverseCity Festival was a great way to wrap-up the Lobster Carnival and Chautauqua Festivals in Summerside. We estimate that over 2500 people attended DiverseCity—all day long the site was full to capacity! There was music, dance, flavours from around the world, a peace bell, a wishing tree, pipers and drummers, Lennie Gallant, a Cuban street party—Summerside is still talking about it!

~ Lori Ellis, Manager of Heritage and Cultural Properties, Culture Summerside



## Embracing Their Canadian Home in Kings County — The Prinsloo Family



Quintin and Natalie Prinsloo, along with their ten beautiful children—Rebecca, Daniel, Rachel, David, Joshua, Ruth, Jonathan, Rhoda, Josiah, and Jeremiah, (from oldest to youngest and ranging in ages from eighteen years to just six-weeks-old) have lived in Kings County for four years now.

The Prinsloos moved to PEI from South Africa and they describe the Island scenery as being very similar to their native homeland. The green, fertile farmland was one of the things that attracted them to move to Prince Edward Island. Quintin is an IT professional, luthier, and farmer who works from home, and Natalie is the primary homemaker. The Prinsloos grow and harvest their own vegetables and raise their own cattle and chickens. Their children are homeschooled and the older children are very active in helping out with the many daily chores of the busy household.

PEI ANC’s Kings County Newcomer Community Support Worker, Allison Schellekens, made a close connection with the Prinsloos about eighteen months ago. Since that time she has been busy connecting the family to their broader community and to

Canadian culture. Very talented singers and musicians, the family has been asked to perform at variety concerts in the community. Natalie says, “The Association for Newcomers and Allison in particular, has been wonderful—very supportive and welcoming. She visits and shares time with us, she has introduced us to other families in the area and to recreation opportunities for the children.”

The sport of hockey was new to this family and Allison was there when they made their first visit to a rink and tried skating. Everyone thought skating was wonderful and several of the children are eagerly

embracing the sport. Introductions have been made to other parents in the community and Natalie and Quintin have made some new friends. With the support of their “Auntie Al”, the family are making connections and becoming more established in their new country. ■

### Community Connections Program Statistics September 1, 2013 - August 31, 2014

number of clients matched with an English-as-an-Additional-Language volunteer tutor	<b>174</b>
number of clients/families matched with Community Inclusion Program volunteers	<b>44</b>
number of activities organized	<b>82</b>



## Sperenza’s Happy Kids — Ahmed, Abdulaziz, Aisha and Ennis

When Mike Redmond was in charge of programming at Murphy’s Community Centre (MCC) he involved PEI ANC newcomer youth in any program that he could—many spaces were free of charge for low-income clients. Mike has continued to create opportunities for newcomer youth to be active. In 2013 Mike and Vernon Doyle created Sperenza, a not-for-profit organization offering sport and recreation programs for youth of all ages and abilities.

PEI ANC’s Immigrant Students Services has a number of families whose children benefit from being involved in this program. As a recipient of JumpStart funding, PEI ANC has been able to help newcomer parents register their children with Sperena. Clients Afaf Arara and Khaled Mohamed Enbaya’s children—Ahmed, Abdulaziz, Aisha, and Ennis—participate in afterschool and Professional Development Day programming.

Afaf says, “This program is amazing and the instructors have a great attitude. Especially Mike, the children love him. He engages them and is very caring and kind. We are grateful for these opportunities for the children to be active, especially in the winter when it is harder to find things for them to do.”

Mike Redmond says, “We take great pride at Sperenza in our relationship with the PEI ANC and working closely with immigrant families to provide an inclusive recreation and sport environment where their kids can feel safe, learn, and feel loved. It is remarkable to see the smiling faces of children playing and enjoying all the fantastic positives that sport provides. Sport dissolves barriers and allows children to do what they should be doing—playing!”

Sperenza offers a responsive, recreation model focusing on fun, inclusion, and building happy and healthy members of our community. PEI ANC is grateful for the work they do. ■





From left to right: Karen Burgoyne (Murphy's Pharmacies) - Business Award, Myra Thorkelson (Secretary of the Board of PEI ANC), Thilak Tennekone (Chair of the Town of Stratford's Diversity and Inclusion Committee) - Organization Award, Dr. Holly MacPherson and receptionist Linda McAleer (Belvedere Dental Clinic) - Individual Award

## 2013 PEI ANC APPRECIATION AWARD WINNERS

The Annual General Meeting of 2013 was held on October 21st and the 4th Annual Appreciation Awards, as nominated and voted on by all of PEI ANC staff, were handed out to very deserving winners.

The *Individual Appreciation Award* was awarded to two individuals this year:

Dr. Holly MacPherson and her receptionist, Linda, at the Belvedere Dental Clinic, provide dental services for all Government Assisted Refugee (GAR) clients. Linda and Dr. MacPherson provide excellent, compassionate, and thoughtful care—they treat newcomers with respect and provide the best service possible with limited resources.

The *Organization Appreciation Award* was awarded to:

The Town of Stratford has been proactive in making their community a welcoming one for newcomers to Canada. They are a signatory to the UNESCO sponsored "Canadian Coalition of Municipalities Against Racism and Discrimination." Stratford also has a standing "Diversity and Inclusion Committee" which ensures that community events and planning are inclusive.

The *Business Appreciation Award* was awarded to:

Ray Murphy, Murphy's Pharmacies owner, and the driving force behind Murphy's Community Centre in Charlottetown, has been proactive in his support and welcoming of newcomers. Ray embodies community leadership by employing newcomers, supporting the initiatives of the PEI ANC, and by offering a wide variety of programming at the Murphy's Community Centre for newcomers of all ages.

## ISLAND STUDENTS COMPETE IN ANTI-RACISM CONTEST



Anna Kumpan, first place winner in the poster category

To mark the International Day for the Elimination of Racial Discrimination, the Multicultural Education Program (MEP) organized a unique Island-wide student contest. Junior high and high school students across Prince Edward Island were invited to express their ideas and feelings on the topic of anti-racism. Students could enter this creative competition by submitting a short video, a poem or short story, or a poster. Prizes were awarded in each of the three categories.

First place winner in the poster category was Anna Kumpan, a grade 11 student at Bluefield High School. A recent immigrant from the Ukraine, Anna says, "I participated in this contest because I believe that all human beings have the right to dignity and respect. If someone needed a blood transfusion, they would not care who donated the blood, where they came from, or what colour their skin is—when it comes down to blood and bone, we are all the same."

Other first place winners included Olivia Shaw, a grade 7 student from Summerside Intermediate School and Kelsey Johnston a grade 12 student from Montague High School who tied in the poetry category, and Prabakar Thapa, a grade 11 student at Colonel Gray High

School who won in the short video category.

Olivia Shaw adds her thoughts, "Although I have not been the object of racism, it bothers me. I think it's very important to be aware of racism. I wanted my classmates to realize that it is still a problem that we need to stop. That's why I wrote and entered my poem."

Her teacher Stacy Thain says, "This creative contest by PEI ANC is a great fit with our students and school philosophy. We promote an atmosphere of anti-racism at Summerside Intermediate School and were so pleased one of our students, Olivia Shaw, tied for first place with her poem."

Since the contest, the three winning schools were inspired to create anti-racism pledge walls. Students commit to taking a specific action against racism and sign their name to their pledge. The wall of pledges becomes a constant reminder to students and staff that racism exists and that everyone has a role to play in working against it.

PEI ANC was encouraged by the caliber of entries from students. We hope to see more students enter next year's contest to illustrate their understanding of anti-racism which is fundamental in developing equitable communities on PEI.

Olivia Shaw (R), one of the first prize winners in Short Story or Poem category receives her award from Lisa Dollar, Multicultural Educator.



## COMMUNITY INTEGRATION THROUGH GARDENING

This year the Community Outreach Team embarked on two new projects in partnership with the new PEI Farm Centre Legacy Garden. The first was aimed at engaging newcomers who have significant agricultural or subsistence gardening experience in their home country. The majority of these clients arrived in Canada as refugees from Bhutan, Myanmar, and the Central African Republic, so they have not had the means or opportunity to purchase land to cultivate food. The PEI ANC and the Farm Centre partnered to ensure that they had affordable access to garden plots as well as fieldtrips, workshops, and on-site advice on gardening in the Canada—climate and growing season, soil, weeds, pests, and intensive organic production for small-spaces—complete with interpretation as necessary.

The second project was a module of the seniors' programming, funded through the New Horizons for Seniors Program. Through this program, the PEI ANC Senior Gardeners' Group was created, which includes both newcomers and established Canadians who garden side-by-side, learning from each other and making new friendships in the process. This group also



Gardening program participants at *Heartbeet Organics* farm

benefited from the workshops provided by the Farm Centre as well as field trips tailored to the needs of the group.

We also continued our partnership with Stratford Community Garden who been pro-active in making their garden accessible to diverse populations. We provided tools for communal use as well as facilitating promotion, and recruiting newcomer gardeners.

PEI Farm Centre Legacy Garden



## Reflections from a New Canadian— Zara Bakhtiar

Zara Bakhtiar shows me the artwork hanging in the foyer of her company, Zara Interior Design, on University Avenue in Charlottetown. Like her, the pieces are striking and complex. For this woman who spends her days focused on the esthetic arrangement of elements in homes and businesses, becoming a Canadian citizen was a beautiful piece of her own personal dream.

"I took PEI ANC's Citizenship classes this past spring. They were very helpful and made me interested to know more about the history of Canada, especially politics. I believe that history is important to every country and culture – to be able to relate the past to the present gives us the means to improve things, through reflection. Based on my experience, the Citizenship test is not easy, you have to study hard and prepare well. It was helpful to study the book at PEI ANC. I advise newcomers to take these classes and ask lots of questions. And when you are writing the test read it very carefully! The end result was that I success-

fully passed the exam.

On May 23, 2014 my children and I became Canadian Citizens. I am so happy. I was born in Iran but spent much of my life in Malaysia. My children were born there, but Malaysia does not give citizenship to foreign nationals. In Canada people recognize me as a person, my words count as a woman. If a child is born in Canada they are a Canadian. It is like the very soil of the earth respects them, knows them. They have value and they belong.

This summer I travelled with my son who is 16 and in Colonel Grey, and my daughter who is 17.5 and attending the University of Toronto, to Italy. My children were so proud to show their new Canadian passports. We felt respected as Canadians; there is a maple leaf right on our passports!

My thoughts on citizenship are this—it comes from Canada to us, and from us through our actions it goes back to Canada. We are our citizenship—you have to show it, feel it, and be it. When I see a maple tree—I get all emotional. If you can believe it, those little red leaves make tears come to my eyes!" ■



Zara in her company office

## PHYSICIAN RECEPTIONS — THE JOY OF CONNECTING

This year Charlottetown and Souris each held their first physician reception. Internationally Educated Health Professionals Program staff at PEI ANC have been encouraging municipalities to hold welcome receptions for new physicians since 2012. Since then, physician receptions have been held in PEI in Municipal offices, community centers, and at a Chamber of Commerce business mixer. International physicians and Canadian physicians are welcomed at the same time by the Department of Health and Wellness Recruitment and Retention Secretariat, the receiving community, PEI ANC staff, and the organization heading up the event.

The official aspects of the event can include: the Mayor of the municipality giving a speech of welcome, other representatives from key services in the community extending greetings, welcome baskets, door prizes, interactive booths, and refreshments. New physicians to PEI have an informal opportunity to meet and talk to their colleagues and families. Friendships begin and IEHP staff makes sure to reach out to family members who may be feeling isolated. These receptions are an important step in ensuring that each new physician and their family is welcomed and feels how valued and supported they are by their new community.



Newcomers from Lagos meet at a physician reception

”

### Comments from Physicians Receptions

Your organization plays an important role in our community and it's great to see that you represent our Island so very well to both newcomers and the community leaders you work with.

— David Gamble  
West Prince Business Leader

Thank you very much for having me at the reception [Charlottetown Physician Reception]. It's very nice to have such a warm welcome from the city and community!

— Physician  
Queens County

I want to thank you for your hard work in pulling yesterday's event together in such a professional manner... and most importantly our new doctors were made to feel welcome to our community.

— Ron Atkinson  
Economic Development, City of Charlottetown

”

## RESPONSIVE LEADERSHIP TRAINING FOR DIVERSE COMMUNITIES

Community leaders need specialized training to become “change agents.” Change agents are people in the community who have a clear vision, are patient yet persistent, ask new and better questions, are knowledgeable and lead by example, and are approachable and reliable.

Early in 2014 PEI ANC piloted a four-module training program in partnership with the Health Care Human Resource Sector Council of Nova Scotia and the PEI Health Sector Council. PEI ANC's Internationally Educated Health Professionals Program (IEHP) is now offering *Responsive Leadership for a Diverse Community* training. Participants will increase their cultural competency and knowledge of newcomers to Canada, and strengthen characteristics attributed to successful leaders in diverse communities.

This three-day training program is specifically designed to:

- enhance capability to be a responsive leader
- acknowledge a collaborative approach to embracing diversity in communities on PEI
- share knowledge, experiences, concerns, and best practices to address common challenges

PEI ANC will offer *Responsive Leadership for a Diverse Community* at a subsidized cost so as many people as possible will have access to this resource.

### Internationally Educated Health Professionals (IEHP)

The IEHP program assists internationally educated health professionals (IEHPs) who are employed within the PEI medical field, along with their spouses and children if any, with a wide range of settlement services. IEHP staff work with local community leaders to welcome and support IEHPs and their families to successfully navigate and embrace their new lives in Canada.

”

### Training Evaluations

Loved the tabletop activities, put you with other people and brought real world action to the lessons.

~ anonymous

I realized as I drove away I was very energized by the opportunity I had had to see what you are doing and how effective your program is. You are such skilled, enthusiastic, dynamic facilitators. Thank you so much for being such wonderful people to work with, for your words of encouragement and your support. It was and is appreciated.

~ Nancy Smitheram, Myers Brigg Facilitator

Wonderful! I thoroughly enjoyed this course. I will be recommending it to others.”

~ anonymous

I really enjoyed the activities and interaction opportunities in particular. Everything was so well organized and ran so smoothly

~ Erica Stanley, International Student Advisor, UPEI

It would be beneficial for Municipal Mayors, Councillors, and administrators to take so they could lead in opening communities up.

~ anonymous

”

## PEI ANC WOMEN'S GROUPS

The PEI ANC Women's Group based in Charlottetown has been active for seven years. A committee of female staff members plan the monthly events for female newcomers and established Island women. Newcomer women, those with low-levels of English in particular, can become isolated, and if they are not working outside the home, there will be fewer opportunities for them to practice speaking English. Over time these newcomers may become lonely, depressed, or dissatisfied with what PEI has to offer. Women's Groups are a way to combat these outcomes by ensuring that newcomer women have a chance to interact with their peers on a regular basis.

This past year, spearheaded by our Community Connections Program staff and volunteers in each area, PEI ANC Women's Groups were developed in Summerside and West Prince. The groups are also a great way for established Island women to meet their newest neighbors. In terms of social integration, many participants cultivate friendships that continue outside of the regularly held events. All women living on PEI are welcome to join, and in the Charlottetown area there will be PEI ANC Men's Group activities starting soon as well.

Women's Group enjoying kayaking in Charlottetown harbour



## CANADIAN MUSEUM OF IMMIGRATION AT PIER 21 — DIGITAL STORYTELLING

Early in 2014 the Canadian Museum of Immigration at Pier 21 approached PEI ANC to host a workshop on digital storytelling for our clients. We jumped at the opportunity to partner with them. Newcomer participants were given an opportunity to tell their unique immigration story to a wide audience in a personal and creative way, and to learn various technical skills in the process. The workshop facilitators from Pier 21 inventively solved the challenge for refugee participants of a lack of photos. Each of the nine participants, from six different countries of origin, created a two-to-five minute video. Those clients who gave permission to share their digital stories have provided PEI ANC with excellent tools to illustrate the realities of immigration within a local context. All of the shared stories will be on the Pier 21 website together with similar stories from other provinces. PEI ANC will hold a screening of shared videos in the New Year.



## Whisperwood Residents Love Her — Angela (Ssu-Yun) Wang

Together with her family, Angela Wang moved to PEI in April 2008. She attended Colonel Grey High School and after she graduated she enrolled in English classes at Holland College to further improve her English. Her instructor noticed that she wasn't progressing easily in her studies and referred her for learning assessments. Angela was identified as having learning difficulties in both English and Mandarin.

Angela was referred to Employment Assistance Service at PEI ANC. Her Employment Counsellor arranged meetings for her with various professionals including two teachers from Colonel Gray. These teachers had taught Angela and were supportive of her career goal to become a Resident Care Worker (RCW) or Home Support Worker (HSW). Together the teachers drafted a letter outlining suitable supports to assist Angela with her educational challenges.

Another helpful support for Angela came through PEI ANC's English-as-an-Additional-Language Tutor Program. The program worker made arrangements for Angela to have a tutor who was a Licensed Practical Nurse. It was helpful for Angela to have someone tutor her who worked in the health care field. Funding from

the PEI Opportunities Fund was also accessed and Angela received \$5000 to help with her tuition.

Angela's Employment Counsellor contacted Katherine McQuaid from the Academy of Learning. Katherine thought Angela had great personality traits for the RCW profession; Angela is kind, considerate, always good-humoured, able to take direction, conscientious, and she has a very caring nature. Ms. McQuaid got further assessments for Angela and in April 2013 Angela was accepted in to the Marguerite Connolly School for Resident Care Workers. With a modified learning program and tutoring, Angela graduated as a Home Support Worker. She is now employed with Whisperwood Villa in Charlottetown.

The Director of Care at Whisperwood, Simon Pickles, says, "Angela is a great staff person. She came here for her OJT placement (on the job training) and the other care-workers really took to her. The residents love her. She helps with food service at the table, dressing, and grooming residents. She fits right in with everyone."

Angela works up to full-time hours and has been with Whisperwood for almost a year. She says, "I love my job. I take care of seniors. I talk to them, help them with their meals and things like that. They are very kind to me. I love working with them." ■

Angela Wang at her workplace with Simon Pickles, Director of Care at Whisperwood Villa



## An Employment Journey — Roland (Fei) Liu

"I have been in Canada for eight months as a new immigrant. The Association played an important role for my family and me by providing information about the settlement, employment, as well as life guidance. I have more than thirteen years of career experience of management in China, but after I arrived in Canada I realized that I needed local work experience.



Roland and his wife selling crafts at the DiverseCity festival

I made an appointment with Employment Services at PEI ANC to ask questions about employment in Canada. My Employment Counsellor, Etta, helped me with my cover letter and my personal resume according to Canadian career specification. She asked questions to understand my work experience in China and helped me target job positions. Etta made connections between employers and myself and arranged interview opportunities.

In June I attended a workshop at PEI ANC called Working in Canada. The class taught how to work and how to communicate with colleagues and employers in

Canada. This was important knowledge which I needed. In addition to career planning, PEI ANC also gave great support to my family and me with the health card applications and health care. They assisted with language tests to help my wife and I go to school for English learning. In highway driving I got advice, a book to study, and I passed the examination and got my Canadian driver's license.

Now I work for RBC as a client service representative. I submitted the resume Etta helped me make, and I passed through three interviews before being hired. I feel the PEI ANC prepared me very well. The Association's staff is very friendly and professional and I would like to say thank you to all staff. I sincerely hope the Association can be operated as a long-term organization and be a friend to all newcomers as they have been to me. I am also willing to contribute together with PEI ANC, and to volunteer to help new immigrants." ■

### EAS statistics for the period September 1, 2013 - August 31, 2014

  
employers / organizations connected with **289**

  
newcomers who started jobs **208**

newcomers' business start-ups **8**

newcomers who started education or training programs **108**

newcomers who started volunteering **56**

newcomers who attended employment workshops / information sessions **185**

total number of immigrants served through the EAS program **642**

## A Designer's Dream — Erika Jasso

Erika Jasso started her career designing for corporate brands, start-ups, and digital development companies in her hometown of Mexicali, Mexico. She moved to Prince Edward Island in 2012 with her husband who was starting work with an online game design company.

Erika registered with PEI ANC and was referred to Employment Assistance Services (EAS). Her Employment Counsellor, Jennifer Jeffrey, encouraged her to identify design firms who were hiring. Jennifer investigated programs that could help Erika break into the PEI job market. She identified the Skills PEI Wage Subside Program and thought it would be a great fit for this skilled worker.

Erika says, "I felt insecure about my English and thought my accent would be a huge barrier to finding good employment. Jennifer was very direct. She believed in me. I think without the help from PEI ANC I would never have felt confident and determined to look for a job in my field, and I would not have been that attractive for companies. My Employment Counsellor helped me with my resume and presentation and the Skills PEI Program."

After ten months working at Fresh Media, Erika is as enthusiastic as she was her first day on the job. Says Erika, "Even though I was skilled at my profession I thought it would be impossible for me to get a job as a graphic designer in Canada without further study. Now I'm working with Fresh Media and I could not be happier. Fresh Media has a great communication style, and the team is awesome—different yet complementary. I really love my job, our reputation, and company vision. I admire and respect everyone there. I have to say thank you to Jennifer and the Association for Newcomers for the big push you gave me to get this job." ■



Erika at Fresh Media entrance

### Employment Assistance Services (EAS)

EAS Employment Counsellors assist newcomers with their job searches by assessing employment backgrounds and exploring options for clients' career goals in Canada. This may include identifying or assisting with: resume writing, job interview preparation, job search skills, self-employment options, and identifying foreign credential recognition pathways, post-secondary training, or volunteer opportunities. Employment Counsellors offer one-on-one employment support as well as group workshops.



## HIGHLIGHTS FROM WEBSITE STATISTICS FOR THE MONTH OF AUGUST, 2014

In August 2014 the PEI ANC website had 19,311 unique visitors. There were 610 visitors who stayed on the website for longer than half an hour.

The top ten visitor source countries and the respective number of page views were:

- Canada - 22,480
- United States - 7,720
- China - 5,609
- Iran - 3,086
- Saudi Arabia - 2,228
- Mexico - 1,442
- Ukraine - 1,145
- Algeria - 1,055
- Egypt - 934
- Germany - 909

The top five visited pages and respective number of views were:

- Guide - Canadian Citizenship - 3,847
- Contact Page - 905
- Guide - Applying for a Job - 838
- Guide - Culture and Social Life - 524
- Guide - Canadian Tax System - 410

The top search key phrases were (phrases used by visitors in search engines when they found PEI ANC website):

- Prince Edward Island immigration (in Mandarin)
- Canadian Citizenship (in Arabic)
- taxes in Canada (in Spanish)

## ONLINE GUIDE FOR NEWCOMERS TO CANADA

In our online Guide, newcomers access essential information needed to settle in PEI.

These include: first things to do upon arrival; how to obtain essential Canadian documents; information for parents, and information about finances, housing, food and shopping, transportation, health, education, employment, law and order, culture and social life, and citizenship.

The Guide, as well as the entire website, is available in seven languages: English, French, Spanish, Arabic, Persian, Mandarin and Korean.



## CONNECT WITH PEI ANC THROUGH SOCIAL MEDIA

This past year PEI ANC has been using social media. Connect with us online for latest news and updates!



facebook.com/peinewcomers



twitter.com/PEIANC



youtube.com/PEInewcomers

## COMMUNITY PARTNERS

- Active Communities Inc.
- Addiction Services
- Anderson House
- Atlantic Council for International Cooperation
- Boys and Girls Club
- Canada Microcredit Educators Group (CMEG)
- Canada World Youth
- CARI Aquatics
- Carrefour de l'Isle-Saint-Jean
- Catholic Family Services
- CHANCES
- Charlottetown City Police
- Chinese Business Development Association of PEI
- Confederation Centre of the Arts
- Cooperative d'integration francophone (CIF)
- Cornerstone Baptist Church
- Council for People with Disabilities
- Credit Union Place
- CulturePEI
- Discover Charlottetown
- DP Murphy Group of Companies
- East Coast Music Awards
- Eastern PEI Chamber of Commerce
- East Prince Seniors Initiative
- Engineers PEI
- English Language School Board
- Farm Centre Legacy Garden
- Family Place
- French Language School Board
- Girls Action
- Greater Charlottetown Area Chamber of Commerce
- Greater Summerside Chamber of Commerce
- Halifax Refugee Clinic
- Health Care Human Resource Sector Council
- Hockey PEI (in partnership with UPEI)
- Holland College
- IEHP Atlantic Connection
- Innovation and Technology Association of PEI (ITAP)
- Island Dance Academy
- Island Fusion (Cultural Festival Days)
- Island Gymnastics Academy
- Island Media Arts Cooperative
- Jumpstart
- Justice Options for Women
- KidSport PEI
- Kinsmen Video
- MacDougall Steel Erectors Inc.
- McInnes Cooper
- Mi'kmaq Confederacy
- Native Council of PEI
- North East Community Alliance
- Parks Canada
- PEI Engineers Association
- PEI Career Development Association
- PEI Connectors
- PEI Council of the Arts
- PEI Literacy Alliance
- PEI Museum and Heritage Foundation
- PEI Public Library Service
- PEI Soccer Association
- PEI Business Women's Association
- Public Health
- RCMP
- RDÉE Île-du-Prince-Édouard Inc.
- Recruitment and Retention Secretariat
- Richmond Center
- Rural Action Center
- Schurman Family Scholarship Fund
- Seniors Active Living Centre
- Sperenza
- Stratford Community School
- Stratford Youth Can-do
- Study Abroad Canada (LINC)
- Summerside Storm
- Supreme Court PEI
- TIA PEI (Tourism Industry Association)
- Town of Cornwall
- Town of Stratford
- Trinity United Church
- UPEI
- Victim Services
- Women's Network
- YMCA (Aboriginal Community of Pinehouse)

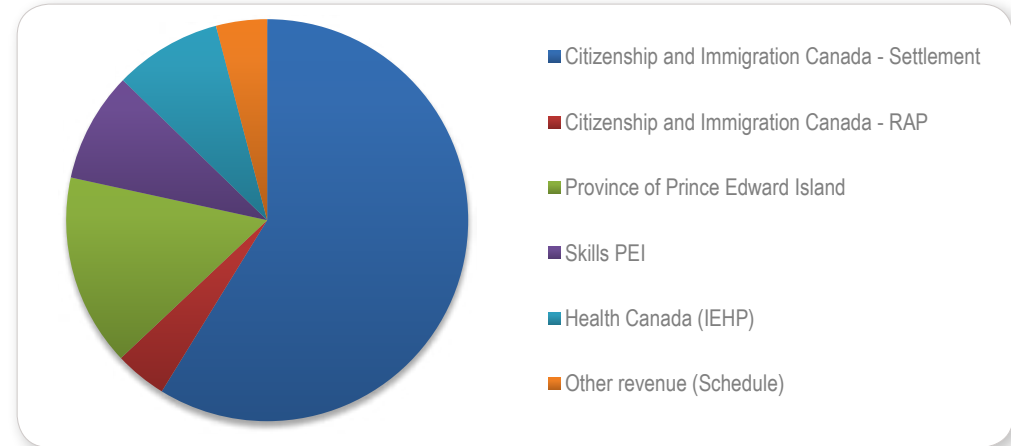
The PEI Association for Newcomers to Canada employs 33 full-time and 5 part-time positions, as well as 58 contractors to provide language-based services (50 Interpreters, 5 translators for website and other documents, and 3 language assessors).

In addition to the funding for our primary service programs, we have applied for and received another 4.1% in funding (see Other Revenue) to suit additional client needs or special projects such as seniors programming. 99% of funds were spent on PEI in program activities and supplies, services, costs related to premises rental, and salaries.

Many of PEI ANC's staff are newcomers to Canada themselves, or their families were newcomers. The PEI ANC also uses newcomer caterers as much as possible to provide food for events, and hires newcomers for performance at DiverseCity Festival and others.

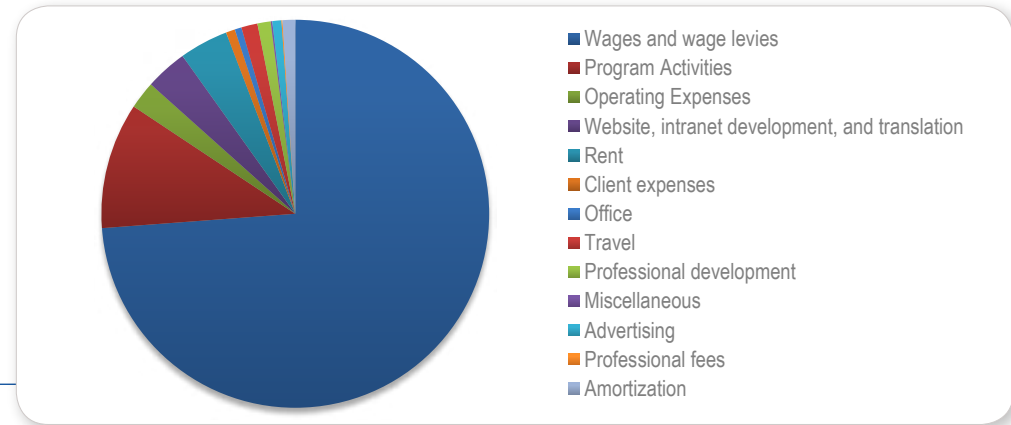
## Revenue

	2013-2014	2012-2013
Citizenship and Immigration Canada - Settlement	1,480,419	1,281,272
Citizenship and Immigration Canada - RAP	105,376	103,615
Province of Prince Edward Island	388,995	399,389
Skills PEI	222,791	222,692
Health Canada (IEHP)	217,518	187,000
Other revenue (Schedule)	103,381	82,218
Francophone Settlement program	-	58,550
Self-employment counsellor	-	15,683
<b>Total</b>	<b>2,518,480</b>	<b>2,350,419</b>



## Expenses

	2013-2014	2012-2013
Wages and wage levies	1,848,793	1,739,049
Program Activities	263,200	225,153
Operating Expenses	57,651	66,186
Website, intranet development, and translation	87,584	46,602
Rent	101,894	86,328
Client expenses	19,033	19,448
Office	14,115	29,360
Travel	33,849	23,032
Professional development	27,607	13,712
Miscellaneous	3,257	9,347
Advertising	18,974	18,815
Professional fees	2,170	2,671
Amortization	26,446	47,665
<b>Total</b>	<b>2,504,573</b>	<b>2,327,368</b>



	2013-2014	2012-2013
<b>Excess of revenue over expenses</b>	<b>13,907</b>	<b>23,051</b>

Federal	Health PEI	Grants and Donations
Citizenship and Immigration Canada (CIC)	Island Investment Development Inc. (OISP)	CIBC Community Investment
Government of Canada: New Horizons for Seniors Program	PEI Public Health	Canadian Broadcasting Corporation
Health Canada	Prince Edward Island 2014 Inc.	D.P. Murphy Inc. Group of Companies
HRSDC - Human Resources and Skills Development Canada	Skills PEI	Downtown Charlottetown Inc.
Minister of Canadian Heritage and Official Languages	<b>Municipal</b>	Girls Action Foundation
	City of Charlottetown	Health Care Human Resource Sector Council
	City of Summerside	PEI Public Service Commission
	Town of Montague	Superstore
	Town of Souris	Transcontinental Media: The Guardian
<b>Province of Prince Edward Island</b>		United Way of PEI
Dept. of Community Services and Seniors		YMCA of Greater Toronto
Dept. of Environment, Labour and Justice		
Government of Prince Edward Island		

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