

*bringing people
and communities
together*



2015/2016

Annual Report

PEI Association for Newcomers to Canada
 49 Water Street
 Charlottetown, PE C1A 1A3
 Phone: (902) 628-6009
 Fax: (902) 894-4928
 Email: info@peianc.com
 Website: www.peianc.com

Board of Directors 2015/2016

Shawn Murphy, President
 Joe Zhang, Vice President
 Kaitlyn Angus, Secretary
 Julius Patkai, Treasurer

Ali Assadi
 Jim Hornby
 Jolene Chan
 Laura Lee Howard
 Mitch Cobb
 Selvi Roy
 Tina Saksida



Table of Contents

President's Message	3	The Welcome Project	12
Executive Director's Message	3	Cross-Cultural Inclusion	14
Integrated Settlement	4	Newcomer Children and Youth	16
Employment Services	6	A Welcoming Island	18
Provincial Immigration Partnership	9	Community Outreach	20
Community Engagement	10	Funders and Finance	22

This report covers the period from April 1st, 2015 to March 31st, 2016

Shawn Murphy

President of the Board



The PEI Association for Newcomers to Canada just finished what I would call an extremely busy, successful, and exciting year. Looking back, we have to ask ourselves, "How did we get through it all?"

During the fiscal year, 2015-16, our number of clients increased and the entire Association was involved in the Syrian Refugee

Welcome Program. This was a tremendous effort by all our staff and many, many volunteers.

PEI is becoming a more diverse society and this is of definite benefit to our economy, our social education, and our culture. The Association's staff and volunteers are involved in supporting our changing world, and PEIANC is indeed an exciting place.

PEIANC continues to enjoy good relations with our major funding stakeholders; the Government of Canada, and the Government of Prince Edward Island, and I want to thank them for their support. In terms of our Board, I extend thanks to Mitch Cobb for his many years of service, and I welcome Tina Saksida, Rachel Murphy, and Arnold Croken to the table. I thank all Board Members for their continued dedication to this organization.

After five years as a member, and three as President of the Association, I left the Board in September of this year. I loved the role but every organization must renew and reinvigorate itself, and I very much want that process to continue under the new Board leadership of Julius Patkai.

I will remain a committed volunteer and an advocate for the Association. Thanks to everyone for this tremendous experience, which I will forever cherish.

Shawn Murphy

Craig Mackie

Executive Director



We have lived through a most extraordinary year. PEIANC welcomed over 1500 new clients to PEI this fiscal year, helped more immigrants get jobs, and saw a fantastic increase in the number of volunteers who help with our work. It was a year of awesome effort and achievement by all of the staff at PEIANC. The growth in overall immigration in PEI, coupled with the Syrian refugee arrivals, and the population of PEI's increased interest in all things refugee and immigrant, made this the Association's busiest year ever.

From that day in September 2015 when the tragic picture of little Alan Kurdi on the beach woke Canadians up to the most disastrous refugee situation since the Second World War, followed in November by the new federal government announcing their intention to bring 25,000 Syrian refugees to Canada, the PEI Association for Newcomers to Canada moved into action. Government, community groups, individuals, and media looked to PEIANC for information and leadership, and we delivered.

Within weeks, PEI received 181 Syrian refugees. Together with community and sponsorship groups, we provided a welcoming and safe place. It was an outstanding achievement and we feel proud to have played such an important part in this historic initiative.

We look forward to continuing to support the large numbers of immigrants arriving over the coming years—people who are critical to the future of our Province. We look forward to building on our partnerships and to continuing to bring people and communities together to help make PEI a welcoming, respectful, and inclusive place.

Craig Mackie

OUR VISION

We see PEI as a welcoming, respectful, and inclusive community that supports newcomers as full members of society and values their contributions.

OUR MISSION

The PEI Association for Newcomers to Canada brings people and communities together by providing settlement services and fostering inclusion and integration.

Refugees welcomed to PEI

refugees assisted by RAP and Settlement staff **201**

information sessions delivered by Canadian Life Skills **8**

countries of origin
 Bhutan
 Burundi
 Iraq
 Nepal
 Somalia
 Sudan
 Syria



The Al Rashdan family, Amjad (and his wife, Ghouson, not present in photo) and their children Basel, right, Shatha, middle, and Idress on the left, were the first Syrian Government Assisted Refugee family to arrive on PEI on December 28, 2015.

All RAP clients receive information from PEIANC staff about topics such as: Canadian culture, budgeting and banking, Waste Watch, parenting norms in Canada, nutrition, fire safety, what to do in an emergency, public and other transportation, Canadian law, education system, prenatal care, apartment living, and more.

This information, delivered within the first 6-8 weeks of settlement, helps new refugees to understand their new home, and to feel comfortable on Prince Edward Island. ■



Early in 2016 the Confederation Centre of the Arts sponsored a group of Syrian girls and their mothers to see Anne of Green Gables for the first time.

Resettlement Assistance Program (RAP)

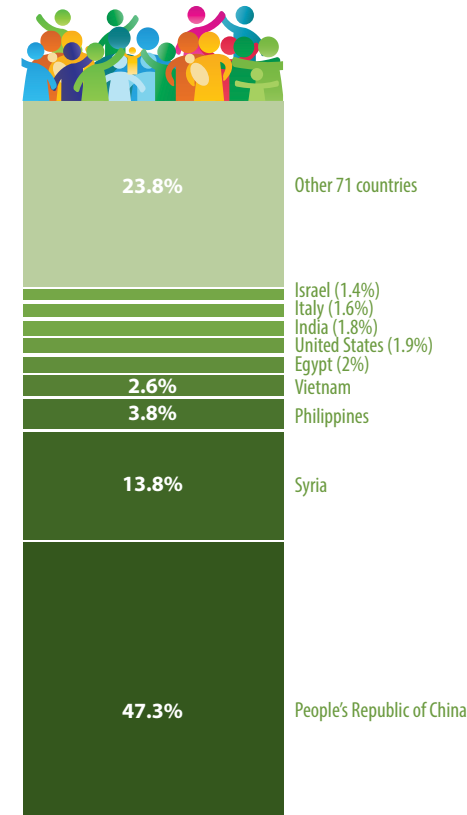
This program is designed to meet initial settlement needs for Government Assisted Refugees (GARs). It is delivered in the 6-8 weeks after their arrival in Prince Edward Island. Services include: temporary accommodations, an initial assessment, and the delivery of orientation and needed information in order to begin the resettlement process, as well as linkage to other existing programs and services.

Intake and Referral Services

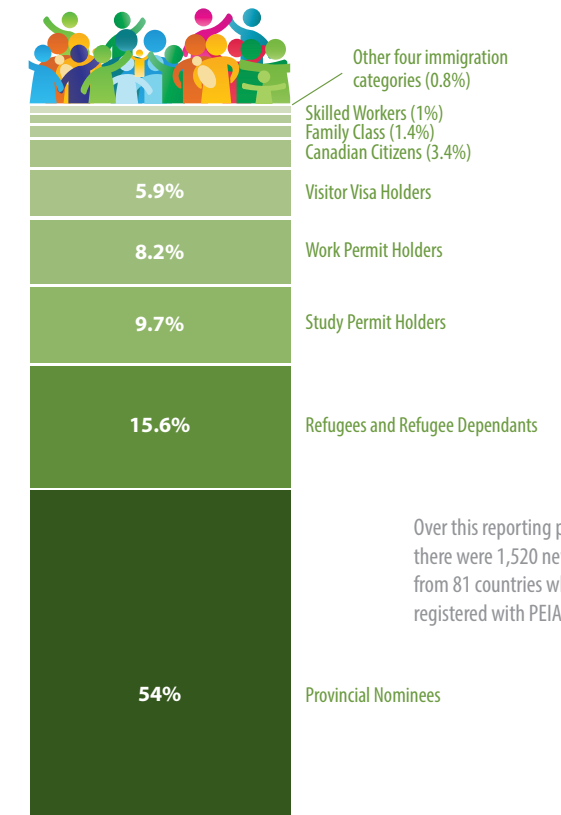
Before accessing settlement services from PEIANC, newcomers must register. Intake Workers complete a needs assessment for each family member, determine eligibility for services and programs, and refer clients to appropriate resources within PEIANC and the wider community.

Intake for the period from April 1, 2015 to March 31, 2016 – Total: 1,520 clients

Number of registered clients by country of origin



Number of registered clients by immigration category



Over this reporting period, there were 1,520 new clients from 81 countries who registered with PEIANC.

Language Referrals

Learning English continues to be a high priority for newcomers needing to do so. This fiscal year PEIANC made a total of 550 referrals for language training to the Language Instruction for Newcomers to Canada (LINC) training institutes: 166 to Study Abroad Canada, 358 to Holland College, and 26 to the on-line program, LINC Home Study.

Newcomer Settlement Services (NSS)

Newcomer 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. NSS clients include temporary foreign workers and international students on PEI.

A Young Family's Success on PEI Sanjeewa Rajapaksha

Sanjeewa Rajapaksha and his wife Nadeera Mahagamage arrived in Halifax with their 14-month-old son, Enula, in October, 2012, and were driven by family to PEI.

"My aunt lives here, she has been living here for more than twenty-five years. She was the one who sponsored us."

Sanjeewa and Nadeera, who lived in Sri Lanka, got the go-ahead to go to Canada right after Nadeera had been hired in her dream job as a teacher. She said, "Don't worry let's go," Sanjeewa says. "So we gave up everything and came to Canada."

Before they made the final decision, Sanjeewa says he looked up Canadian politics, people, culture and customs. "Those are the facts that made us want to come," he said.

When they first arrived in Canada they realized how different everything was. "I had never left my country before, so it was amazing. I knew very little English. From the plane ride, the different food to the climate, everything changed," said Sanjeewa. "I told myself that

cold was like how it feels in a fridge, but nothing can really prepare you for Canadian winter when you come from a hot country! But the snow is very magical."

Two weeks after they arrived, Sanjeewa and his family registered. "They helped us so much; with our children's vaccinations, things to do, and settling here. Our Employment Counsellor connected us with education options, helped with our resumes, and helped me find employment."

After working at Right off the Batt Pottery for nine months in shipping and receiving, with his Employment Counsellor's assistance, Sanjeewa got a Training PEI scholarship through SkillsPEI. He went to school at Eastern College for one year, taking the accounting and payroll administrator course. After a three-month contract he was hired full-time at Atlantic Enterprise LTD, a local construction firm.

Three years later they have a new family member—a baby girl, Gayali, whose name means "singing girl", and she loves to sing! They have also recently bought a car, and can now go to the beach and to parks outside of the city with the children.

"Nadeera is at home for now, while the children are small. She is looking after everything," says Sanjeewa, "She does so much for me, for our family. We are so happy to be here in Prince Edward." ■



Employment Assistance Services (EAS)

PEIANC's Employment Counsellors provide newcomers with support in developing their career path in Canada. Assessing previous skills, and employment and educational backgrounds, helps clients prepare their best resume and cover letters. Assisting newcomers with job search and interview preparation, and identifying post-secondary training and alternate career options, are all part of the EAS service. Counsellors offer one-to-one support as well as group workshops, and can connect clients with networking and mentorship opportunities as well.

A Human Resources Career Path Ellen Faye

Ellen Faye Ganga arrived on PEI in 2016. Her Employment Counsellor at PEIANC says, "Ellen Faye is very well-spoken, open-minded and friendly. Very soon after her arrival, she was already working two jobs—one at a hotel and one at a seniors' home. She's a real go-getter!"

Ellen Faye is originally from the Philippines. She joined her parents, brother, and sister who had immigrated to Canada a few years earlier. Although she is a licensed engineer, the majority of Ellen Faye's work experience was in Human Resources, and she hoped to find work on PEI in that field.

While she was happy gaining Canadian work experience, Ellen Faye continued to work diligently with her Employment Counsellor to update her resume and tailor it for HR positions in Canada. Her Counsellor assisted her in developing customized cover letters for each posting that she applied for. A Human Resources maternity leave, backfill position, with the City of Charlottetown was posted, and Ellen Faye applied and was invited for an interview.

Ellen Faye was nervous but worked hard to get ready for the interview process. She prepared by getting feedback on her presentation from her Employment Counsellor and carrying out a mock interview. Ellen Faye was successful and was offered the job as Human Resources Services Officer with the City of Charlottetown.

Ellen Faye says, "Work-wise, I can say that I am more confident in making decisions and am more independent already. I am also attending some external seminars as part of professional development and networking. I am very happy with the job, and I am eager to learn and contribute as much as I can." ■

Employment Assistance Services



newcomers who started jobs **309**
newcomers who started education or training programs **153**

newcomers who started volunteering **74**

newcomers who attended employment workshops / information sessions **377**



employers / organizations connected with **544**

total number of immigrants served through the EAS program **725**

” PEIANC has been assisting Island organizations and businesses build more diverse workplaces since 1995. ~ Jennifer Jeffrey, EAS Coordinator, PEIANC ”



Members of the HR team at the City of Charlottetown: (L-R) Norma Burns (HR Administrative Assistant), Ellen Faye Ganga (HR Services Officer), and Marianne Waite (Payroll Services Officer)

Over the past 10 years we have been very pleased with the assistance PEIANC extends to us to help us meet our HR challenges. PEIANC's team of counsellors pre-select and refer potential employees who match our employment requirements. Most recently, with their help, we have hired Farhad Behi in our New Product Development Department, and Sri Harsha Saraswatula in our Repair and Overhaul Department. With the current shortage of skilled labor on the Island, PEIANC identifies newcomers who have the transferrable skills and experience to fill vacancies like these. We look forward to employing more newcomers and to working with PEIANC into the future.

~ Dianne Griffin, HR Manager, 3 Points Aviation



Farhad Behi works at 3 Points Aviation

ALTERNATE CAREERS DAY

With funding and support from the PEI Office of Immigration, Settlement and Population (now Office of Recruitment and Settlement) and Citizenship and Immigration Canada (now Immigration, Refugees and Citizenship Canada), the employment team organized PEIANC's first "Alternate Careers Day" on April 21, 2015. This very successful day provided 52 of PEIANC's clients with an opportunity to participate in

conversations about PEI's labour market, to hear a client success story, to discover opportunities for training with post-secondary institutions, and to have one-to-one time with employers and sector council representatives.

The day focussed on careers in Aerospace, Information Technology, Health, BioScience, Trades/Technology and Finance/Accounting, and the feedback from clients and employers was extremely positive. ■

Client feedback on Alternate Careers Day

- ~ To meet the people that I tried to reach, but couldn't achieve until now.
- ~ Know more about the job market in PEI. I met lots of people from different working areas.
- ~ Great opportunity to meet the employers and discuss what skills they need from job seekers.

Employer feedback

- ~ I loved that we had the opportunity to speak with people directly and have some interaction with those who've expressed interest in their desired fields.
- ~ Great idea, great social event and typically how business on PEI works, with face-to-face and a handshake.

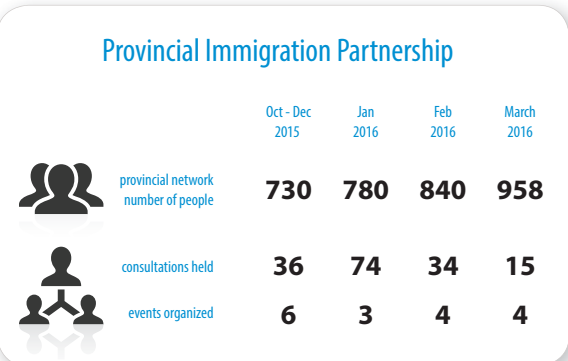


THE FIRST SIX MONTHS OF THE PROVINCIAL IMMIGRATION PARTNERSHIP (PIP)

With the support of Immigration, Refugees and Citizenship Canada, the PIP project has coordinated discussions across PEI on the topics of newcomer attraction, integration, and retention; developed priorities through consensus; and initiated collaboration and partnerships under shared priorities that bind municipal, provincial, business, and service providers together. PEIANC has had an opportunity to fill gaps and solidify partnerships with key decision makers in support of newcomers. Between October 2015 and March 2016, a stakeholder group totalling 958 has been established across the Island.

Key events organized and delivered by PIP:

- Partners in Immigration Conference (January 15, 2016)
- PIP Focus Group and Planning Session (March 10, 2016)



Goals established to guide improvements in newcomer integration and stakeholder collaboration:

- Broad collaboration for increased attraction, integration, and retention of newcomers
- Share knowledge across PEI
- Facilitate conferences, meetings, and other partnership and advisory opportunities
- Advocate for the needs of communities and workplaces (related to newcomers)
- Identify common priorities amongst stakeholders and build capacity through partnerships
- Expand workplace focus for improved integration and retention of newcomer employees ■

Participant Comments from Partners in Immigration Conference

It is such a valuable experience to interact with individuals like those that you work with every day. You did an excellent job at organizing the conference. I learned a lot from attending.

~ Participant, Connecting Island Communities Conference

I realized how difficult adjusting to a new community and culture would be.

~ Focus Group, Participant Evaluations, West Prince

It was good for me from the Summerside Chamber's perspective to see all the newcomers that have chosen to move to PEI. I need to go back to the Chamber (and the City) and see what we can do.

~ Mark O'Keefe, Summerside Chamber of Commerce

INTEGRATION AND COMMUNITY BUILDING

Parivash Sadeghi, Hasan Siadat, and their son Ali have been in Canada since 2011. The eldest son, Amir, had arrived in 2014 after he finished his education in Sweden.

Parivash is affectionately called the Saffron Lady because of the delicious saffron cookies and cakes that she makes. She brings her energy and creativity to ANC Women's Group activities, and you can find her sharing her Persian cuisine at the Charlottetown Farmer's Market. Since arriving in Canada, Parivash dealt with a major health crisis and it made her all the more determined to be an active community member. Parivash says, "First when I landed on PEI everything was new. After becoming the Association's client they introduced me to many programs and opportunities. I feel so grateful to be part of the community, to collaborate with others, and to contribute to the life here on this beautiful Island."

The transition to Canadian life has perhaps been the most difficult for Hasan Siadat. However he is an avid gardener and this has helped him to make connections and adjust to life in Canada.

Amir Siadat has been busy adjusting to life in Canada since his arrival in 2014. Fluent in Persian, English, and Swedish, Amir holds two Masters Degrees—an MSc from Sweden and a MA from Iran. Amir is currently working at a call centre in Charlottetown, volunteering with the EAL Tutor Program, and is planning to pursue a PhD in Education.

Ali is fluently trilingual and has a Master's Degree in Electrical Engineering. Soon after arrival, he volunteered for the EAL tutor program at PEIANC. Because Ali is a natural leader with a great stage presence, he has been an excellent emcee at DiverseCity Festivals and a reliable volunteer at the Friday Friendship Hour social integration events.

Ali says, "The Association staff work hard to make a difference for each newcomer. They provide training workshops, information sessions about Canadian life and workplace culture, and social activities. Employment Counsellors help with networking, career planning, and identifying education options. PEIANC's beautiful people are like our family members—kind, helpful, supportive, and empathetic. Sharing in happy and sad moments in our life helped us to feel Charlottetown is our forever home." ■



A March 2016 Friday Friendship Hour at A Taste of Persia Restaurant on Pownal St. near Water in Charlottetown. Ali Siadat is third from left in the back row.

Participants in Integration Events

Women's and Men's Group	785
Seniors' and Intergenerational	630
Winter Social Events	198
World Refugee Day	40
Annual General Meeting	84
Introduction to Groups and Clubs	51
Christmas Open House	750
Partnered Events	89

Total Participants **2,627**



Community Appreciation Awards 2015 Winners

COMMUNITY APPRECIATION AWARDS

The sixth annual PEIANC Community Appreciation Awards were announced on October 26th, 2015. These awards, nominated and voted on by all of PEIANC staff, are handed out to very deserving candidates.

The Business Appreciation Award went to McInnes Cooper law firm. In partnership with the PEIANC's Employment Assistance Services, McInnes Cooper Law firm offers a mentorship program for new immigrants who have a background in law. One of the most important benefits is that McInnes Cooper lawyers acknowledge their colleagues from other countries. This helps to validate the participating newcomer's sense of professional ability, and to support their self-confidence.

The Organization Appreciation Award went to the UPEI Women's Hockey Team. Working closely with PEIANC's Immigrant Student Services, the UPEI Women's Hockey Team have offered volunteer coaching for the Newcomer Youth Hockey Program over the past three years. These capable and dedicated young women find time between their own university classes, exams, hockey games, and an intensive training schedule, to share their skills and love of their sport with newcomer students.

The Individual Appreciation Award went to Shelia MacLean, Physician Recruitment Coordinator at the PEI Department of Health and Wellness. Since 2007, Sheila MacLean has been at the province's forefront to recruit, welcome, support, and integrate internationally educated health professionals (IEHPs) on PEI. Sheila believes that setting up the right community supports for IEHPs and their families encourages more physicians to stay on PEI. She has helped physician retention rates increase from 25% retention in 2008, to over 90% retention in 2014. ■

Donations to the Welcome Project

DONATIONS ABOVE \$5,000

Canadian Council for Refugees
ScotiaBank

DONATIONS OF \$500 - \$5,000

Barry Mayne
Blue Bay Farms
Bradley Handrahan Chartered Accountants
Brian & Scott Annear Farms
Canadian Tire
Creighan, Amy
Curley, Rosemary
D & E Pork
Doucette, John
Friends of West Royalty Fitness Centre
Grant, Peter Isaac
Great Enlightenment Buddhist Institute Society
Howardvale Holsteins
KC Immigration Services
Klondike Farms
Le Conseil Acadien De Rustico
Linkletter Farms
Ma, Lokki
MacCormack, Paul
MacDonald, Andrew
MacDonald, Dan S.
MacEwen Farms Ltd.
Manulife 500 G-A - Connolly Group
McInnes Cooper
Memorial United Church
Monaghan Farms Ltd
ShoreLane Farms
Stewart, Marven
Summerfield Farms Ltd.
Townsend, Carol
Watervale Warehouse Cup
Whelan, Bill

The Welcome Project

PEIANC coordinated The Welcome Project beginning in the fall of 2015. This support network of community organizations and various levels of government collaborated to assist Syrian refugee families with their immediate settlement needs on Prince Edward Island. Both Government Assisted Refugees (GARs) and Privately Sponsored Refugees (PSRs or BVORs) were supported.

PEIANC's Welcome Project operated a very busy Donation Centre, located at 1 Queen St. in Charlottetown, and accepted a wide variety of donations, from December 2015 into April 2016. The Donation Centre was staffed by wonderful, hard-working volunteers. In total over 300 Islanders volunteered to work on the Welcome Project.

Many generous youth groups, individual Islanders, businesses, and community groups, rallied to donate household goods or funds to The Welcome Project for refugees arriving on PEI. ■



Charlotte Schofield, a grade five student at Somerset Elementary School, who, on behalf of her school and class, presented a cheque for \$300.



Welcome Project Coordinator, Hannah Jones, is joined by volunteers at the Donation Centre. (L-R front row) Hannah Jones, Myra Thorkelson and Kirstin Sweet (L-R back row) Mary Jones, Heather Holdway, Jim Thorkelson, and Caleb Read



Some of the newest residents of PEI, Syrian children enjoy the performances at the Premier's Welcome Reception.

**Total Donations
(including Gift Cards)
\$61,000**

Disbursements

Of the 61,000 donated to The Welcome Project, 31,500 was disbursed, as follows.

35% Housing Supplement

5% Welcome Project

5% Interpreting

5% Food

50% was kept available for spending in the next fiscal year as families continue to arrive and require settlement support, and for unforeseen and urgent needs of refugees, as they arise.

There are 65.3 million forcibly displaced persons worldwide according to the UNHCR's Global Trends report of 2015. Of these, 21.3 million are refugees. Almost half of the world's forcibly displaced people are children. Of the 181 Syrian refugees welcomed to PEI, over one third are between the ages of 1-18.

Refugees bring with them their talents and skills, their education, their experience in business, and a burning desire to create a better future for their families. There is no doubt that the most recent refugees will be contributing to the success of PEI and Canada into the future.



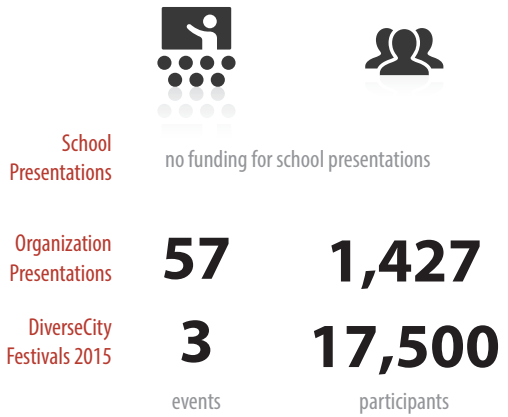
RCMP—SERVING AN INCREASINGLY DIVERSE DEMOGRAPHIC ON PEI

In the winter of 2016, the Royal Canadian Mounted Police (RCMP) invited the Multicultural Education Program (MEP) to deliver a presentation to their employees. The event was held at RCMP Headquarters on PEI as part of the RCMP's national "Diversity and Inclusion" events being held country-wide. The presentation was based on the theme of "unconscious bias" which addressed the topic of how individuals, including RCMP officers, carry impressions of others that influence their attitudes and behaviors both consciously and unconsciously.

Due to the overwhelming positive response to the presentation, further presentations were made directly to all employees and front line officers across the province within the RCMP Districts. Joanne Crampton, Commanding Officer of the RCMP "L" Division remarked, "The presentations were very

enlightening and educational. They will assist RCMP officers and employees to better serve the changing demographic of Prince Edward Island which has seen significant increases in newcomers from many countries over the past few years." ■

Multicultural Education Program



Multicultural Education Program (MEP)

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

Community Connections Program (CCP)

CCP is an outreach, inclusion program that connects newcomers with social activities and local volunteers. The Community Inclusion Program (CIP) introduces newcomers to an established Islander or family to informally assist them with making community connections, and understanding Canadian culture. The English-as-an-Additional-Language (EAL) Volunteer Tutor Program offers informal language practice for newcomers (support and materials provided by Public Libraries). CCP also runs the Holiday Host Program and the PEIANC Women's and Men's Groups. Inclusion events organized by CCP reach thousands of newcomers and established Islander participants.



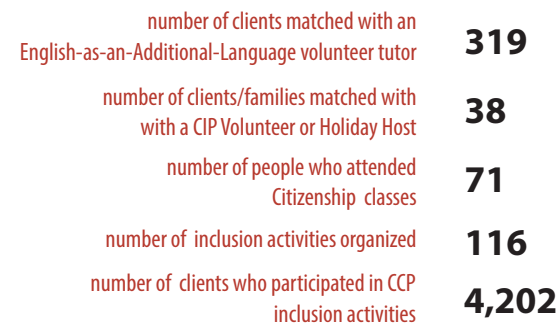
A Passion for Tutoring Madelyn Driscoll

Community Connections EAL Volunteer Tutor Program has many wonderful tutors. Madelyn Driscoll is one who is quite remarkable. She tutors groups of newcomers, especially Temporary Foreign Workers, and her successful work with newcomers enables them to apply for work-related Permanent Residency pathways.

The International English Language Testing System (IELTS) is a test of English language proficiency. The test is designed to assess the language ability of non-native speakers of English who intend to study or work where English is the language of communication. A successful IELTS score is one of the requirements for work related Permanent Resident pathways. All TFWs applying through the PNP Critical Worker Stream, and through Express Entry, must meet the language requirement.

Madelyn, who lives in Charlottetown, led an IELTS preparation class in O'Leary with great success. Amazingly, eighteen out of twenty-two students whom Madelyn tutored, wrote and passed their IELTS test in March 2016 after just a few classes with her. Madelyn is now going to begin an IELTS preparation class in Charlottetown and Summerside to best help clients in those areas to attain their hopes and dreams. ■

Community Connections Program





YSS Summer Program offers learning opportunities between July and August for newcomer children from K-6. Here are some of the grade 1-3 group at an outing during the summer of 2015.

” **Newcomer Student Numbers on Prince Edward Island**

The number of newcomer students in Island schools rose from 367 in 2007 to 1,455 in 2016. During the 2015-2016 school year, 435 newcomer students entered the public school system. Based on provincial government data, as many as 288 children aged 6 to 18 could arrive during the coming school year.

Source: Provincial Government Data ”

Youth Settlement Services (YSS)

YSS staff 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 sports and recreational programs. YSS operates student summer camps and PD Days, and a variety of educational and social programming throughout the year for a range of ages. The YSS Family Counsellor offers mental health support to youth and their families.

THREE CULTURES, TWO GENERATIONS, ONE LOVE – NATIONAL DAY OF ACTION FILM

A video focused on intergenerational legacies between immigrant girls and their mothers was launched on February 14, 2016.

Otherwise known as Valentine’s Day, the National Day of Action was created by Girls Action Foundation who also provide the funds across Canada for projects such as this one organized by YSS staff.

Youth Settlement Services Day of Action video, “Three Cultures, Two Generations, One Love,” was shot by Mahdi Selseleh (a former PEIANC youth client) and it focusses on the important relationships between mothers and daughters, especially with regards to transmission of positive cultural traditions that can be easily lost as a result of immigration. The video garnered attention from local media and is one of the top viewed videos on the PEIANC’s YouTube Channel—[YouTube.com/PEINewcomers](https://www.youtube.com/PEINewcomers). ■



(L-R) Elda Mbangi Kimvuta, Rosette Yayi Bobo, Christel Mbangi Kalumbu, featured in the PEIANC Day of Action video.



BroZone and Girls Group shared a drumming lesson from a local music therapist who was promoting drumming as a way to relieve tension and stress, and promote focus.

BROZONE – PEER MENTORSHIP, CREATING CONNECTIONS

Since 2011, Youth Settlement Services at PEIANC has been running a free BroZone boys group each year. It is funded by Citizenship and Immigration Canada. The program was developed to address the diverse and complex needs, and varied cultural backgrounds, of this clientele. They learn valuable life skills, and group leaders work to create an environment where young males can feel comfortable enough to address any personal issues they may be facing in their lives.

Brozone 2015 consisted of seventeen youth aged 12-14 years, and included former refugees and children of PNP clients. The group, which had an attendance of 84%, included participants from China, Iraq, Columbia, Burundi, Nigeria, Syria, Hungary, Egypt, Kosovo, and Pakistan.

The group’s peer-mentor, Mon San Aung, is respected by the younger newcomer boys as a role model, and was able to show the boys the importance of covering the following topics: Portrayal of Men in the Media, Safe Sex, Positive Male Role Models, Team Morale Building, and Healthy Relationships.

Overall, Brozone aims to strengthen the resiliency and decision-making skills of newcomer youth on PEI. ■

Youth Settlement Services Statistics as of March 31, 2016

active youth clients **932**
 interventions during school year **3,954**



YOUTH LEADERSHIP GROUP MAKING A DIFFERENCE



Members of the Youth Leadership Group

The PEIANC Youth Leadership Program aims to develop leadership skills and create social connections for youth in grades 7-12. Youth learn essential life skills, gain confidence, and have experiences that prepare them for adulthood.

This year’s monthly activities alternated between a learning/community volunteer opportunity and a social/integration event. With YSS staff guidance, participants attended conferences, volunteered in their community, and developed life skills. Youth also engaged in personal growth activities and had fun socializing with their peers at a movie night and at soccer and baseball clinics.

The Youth Leadership Program limits social isolation of newcomer adolescents by offering them these opportunities to engage with peers and their community outside of home and school. ■



DIVERSECITY

Multicultural Festival

DIVERCITÉ

Festival multiculturel

Funded in part by:



Presented by PEIANC in partnership with:



DiverseCity has become an anticipated annual event for thousands of Islanders. An estimated total of 18,500 people attended the three DiverseCity Multicultural Street Festivals held in 2015 on June 28 in Charlottetown, July 4 in Summerside, and in Summerside on July 25.

Supported by three host locations, DiverseCity Festival featured cultural communities from fifty different countries: 37 food vendors, 144 volunteers, 341 mainstage performers, 77 demonstrators, and 84 information booths, artisans, and Island ethnocultural group's displays! PEIANC partnered with Pier 21 in Halifax, and also with CARE Canada to bring an Emergency Relief tent to display at the event.

The festival attracts visitors to PEI who are looking for a unique experience. As measured by the response to our Facebook survey and twitter, an estimated 24% of festival attendees were from off-Island. ■

”

Reactions from Twitter and Facebook

- ~ Great job including the newcomers in PEI and making them feel welcome.
- ~ Love it...keeps getting better.
- ~ Love the opportunity to learn more & enjoy the many cultures we have in PEI.
- ~ @PEIANC has hit it out of the park with this year's DiverseCity.
- ~ I adore the Multicultural Festival and so excited to attend again this year!

”



COMMUNITY PARTNERS

Access PEI
 Active Communities Inc.
 Anderson House
 Atlantic Council for International Cooperation
 Avance Learning Centre
 Big Brothers and Big Sisters of PEI
 Boys and Girls Club
 Canadian Mental Health
 Canadian Tire Jumpstart
 Canadian Women's Foundation
 Bell Aliant Centre
 Carrefour de l'Isle-Saint-Jean
 Catholic Family Services
 CHANCES Family Resource Centre
 Charlottetown City Police
 Charlottetown Farmer's Market
 Child and Family Services
 Chinese Business Development Association of PEI
 City of Charlottetown
 City of Summerside
 Confederation Centre of the Arts
 Coopérative d'intégration francophone de l'Î.-P.-É. (CIF)
 Community Legal Information Association (CLIA)
 Community of Tignish
 Cornerstone Baptist Church
 Cornwall Curling Club
 Council of People with Disabilities
 Credit Union Place
 CulturePEI
 Diocese of Charlottetown
 Disability Support Program
 Discover Charlottetown
 DP Murphy Group of Companies
 EAL/FAL Reception Centre
 East Prince Seniors Initiative
 Eastern PEI Chamber of Commerce
 Engineers PEI
 English Language School Board
 Family Place
 Family Violence Prevention
 French Language School Board
 Friends of Confederation Centre
 Girls Action Foundation
 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 Recruitment and Retention Secretariat
 Innovation and Technology Association of PEI (ITAP)
 Island Dance Academy
 Island Gymnastics Academy
 Island Media Arts Cooperative

Island Pregnancy Centre
 Island Storm
 Justice Options for Women
 KidSport PEI
 Lawrence MacAulay MP
 MacDougall Steel Erectors Inc.
 McInnes Cooper
 Medical clinics/Family Physicians
 Mi'kmaq Confederacy of PEI
 Murphy's Community Centre
 National Bank of Canada
 Native Council of PEI
 North East Community Alliance
 Parks Canada
 PEI Business Women's Association
 PEI Career Development Association
 PEI Connectors
 PEI Engineers Association
 PEI Human Rights Commission
 PEI Literacy Alliance
 PEI Public Library Service
 PEI Public School Branch
 PEI Soccer Association
 Provincial Public Library Service
 Public Health
 RCMP of Prince Edward Island
 RDÉE Île-du-Prince-Édouard Inc.
 Richmond Center
 Robert Morrissey MP
 Rural Action Center
 Schurman Family Scholarship Fund
 Sean Casey MP
 Seniors Active Living Centre
 Social Services and Seniors
 Sperenza Sport
 Stratford Community Garden
 Stratford Youth Can-do
 Study Abroad Canada (LINC)
 Summerside Storm
 TIAPEI (Tourism Industry Association)
 Town of Alberton
 Town of Cornwall
 Town of Montague
 Town of O'Leary
 Town of Stratford
 Trinity-Clifton United –Ch'town
 Trinity United- Summerside
 University of Prince Edward Island
 Victim Services
 Voluntary Resource Council
 Wayne Easter MP
 Women's Network PEI
 YMCA Summer Work Student Exchange Program
 YMCA Youth Exchanges Program

HIGHLIGHTS FROM
WEBSITE STATISTICS FOR THE
FISCAL YEAR

In 2015-2016 Fiscal Year, PEIANC's website had an average of around 22,000 unique visitors per month. There were approximately 900 visitors who stayed on the website for longer than 30 minutes each month.

ONLINE GUIDE FOR
NEWCOMERS TO CANADA

In our Online Guide, newcomers can access essential information needed to settle on PEI. The Guide, and most of the entire website, is available in seven languages: English, French, Spanish, Arabic, Persian, Mandarin, and Korean.



First-time campers at our Learn-to-Camp event hosted by Parks Canada

CONNECT WITH PEIANC
THROUGH SOCIAL MEDIA

facebook.com/peinewcomers

By March 2016 our Facebook page had 364 posts and 1,218 followers, 66% of whom were women, 32% men, and 2% non-defined.



twitter.com/PEIANC

By March 2016 the PEIANC Twitter account had 498 followers, 188 tweets, 4,197 profile visits, over 70,800 tweet impressions, and 319 mentions.



youtube.com/PEInewcomers

By March 2016 our YouTube channel had 25 videos with 8,795 views.

FINANCIAL OVERVIEW — FISCAL YEAR (APRIL 1, 2015 - MARCH 31, 2016)

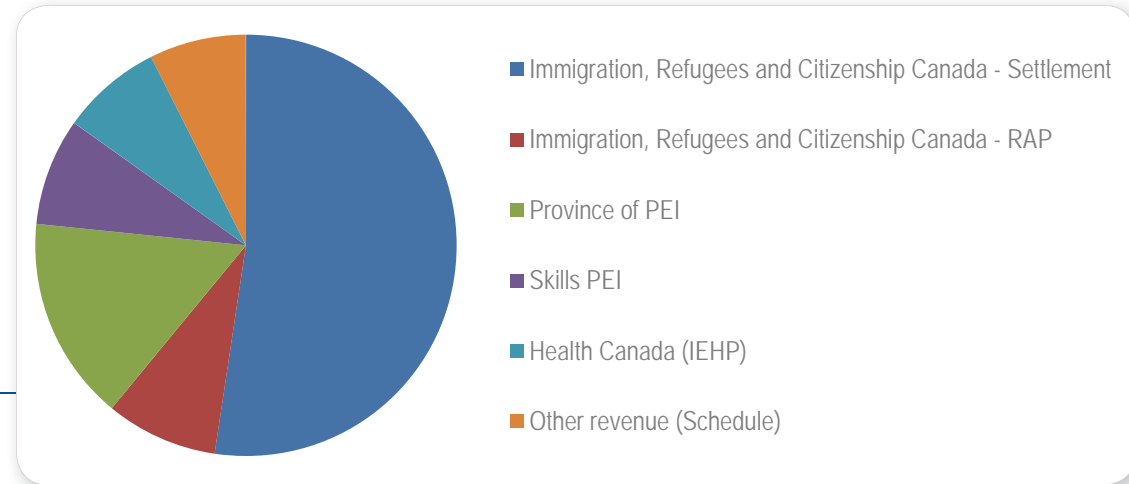
The PEI Association for Newcomers to Canada employs 33 full-time and 12 part-time positions, as well as 91 contractors to provide language-based services (69 interpreters, 19 translators for website and other documents, and 3 language assessors).

In addition to our primary service funding, we have applied for and received other funding (7.4% of total revenue) to suit additional client needs or special projects such as seniors' programs. 99% of funds were spent on PEI in program activities and supplies, services, costs related to premises rental, and salaries.

Many of PEIANC's staff are newcomers to Canada themselves. The PEIANC also uses newcomer caterers as much as possible to provide food for events, and hires newcomers for performance at DiverseCity Festivals and other events.

Revenue

	2015-2016	2014-2015
Immigration, Refugees and Citizenship Canada - Settlement	1,378,104	1,583,751
Immigration, Refugees and Citizenship Canada - RAP	226,158	124,196
Province of Prince Edward Island	411,965	404,968
Skills PEI	216,679	219,887
Health Canada (IEHP)	202,985	195,151
Other revenue (Schedule)	195,442	179,765
Total	2,631,333	2,707,718



Expenses

	2015-2016	2014-2015
Wages and wage levies	1,937,889	1,982,010
Program activities	308,695	342,156
Operating expenses	59,304	61,392
Website, intranet development, and translation	42,456	76,094
Rent	101,435	101,625
Client expenses	54,878	28,106
Office	5,035	7,054
Travel	30,219	31,320
Professional development	10,055	17,345
Miscellaneous	5,032	4,947
Advertising	6,173	12,052
Professional fees	2,270	2,220
Amortization	49,925	39,967
Total	2,613,366	2,706,288



	2015-2016	2014-2015
Excess of revenue over expenses	17,967	1,430

<p>Federal Immigration, Refugees and Citizenship Canada (IRCC/CIC) Canadian Heritage Health Canada Human Resources and Skills Development Canada (HRSDC)</p>	<p>Grants and Donations Atlantic Lottery Corporation Brown's Volkswagen CapServCo Limited Partnership CIBC Community Investment Downtown Charlottetown Inc Edward NewTech Ltd Friends of Montague Summer Days Girls Action Foundation Great Enlightenment Buddhist Institute Society Greater Charlottetown Area Chamber of Commerce Invesco Kwik Kopy Printing Maritime Electric MRSB Provincial Credit Union Ltd. RBC Royal Bank Respon Wealth Management Corp Special Events Reserve Fund (SERF) Summerside Lobster Festival</p>	<p>Tourism Accommodation Levy - Summerside YMCA of Greater Toronto</p>
<p>Province of Prince Edward Island Government of Prince Edward Island Department of Workforce and Advanced Learning Skills PEI</p>		
<p>Municipal City of Charlottetown City of Summerside Town of Alberton Town of Montague Town of O'Leary Community of Tignish</p>		

Thanks also to the hundreds of generous members of the public and business community, as well as our many in-kind partners and supporters.

Special thanks to our clients who were interviewed and photographed for the 2015-16 Annual Report. Your stories are inspirational and show in a tangible way the true benefits immigration brings to PEI.

Produced for: The PEI Association for Newcomers to Canada

Writer and Editor: Yvette Doucette with assistance from Tori Vail, Nancy Clement, and Suna Houghton

Thanks to PEIANC staff who submitted story ideas and collected information—Ellen Mullally, Hannah Jones, Joe Byrne, Lisa Dollar, Mark Carr-Rollitt, Melanie Bailey, Rocio McCallum, Valerie Fitzpatrick, and others.

Photography: Yvette Doucette with additional photos by Alexandra Deckerf, Craig Mackie, Dandan Wang, Jill Olscamp, Julia Cui, Melanie Bailey, Nancy Clement, Stephen Harris, and Tori Vail

Production and Design: Goldnet Smart Technologies

Printer: Halcraft Printing

Canada Customs and Revenue Agency
Charitable Taxation Number

14061 4512 RR0001

