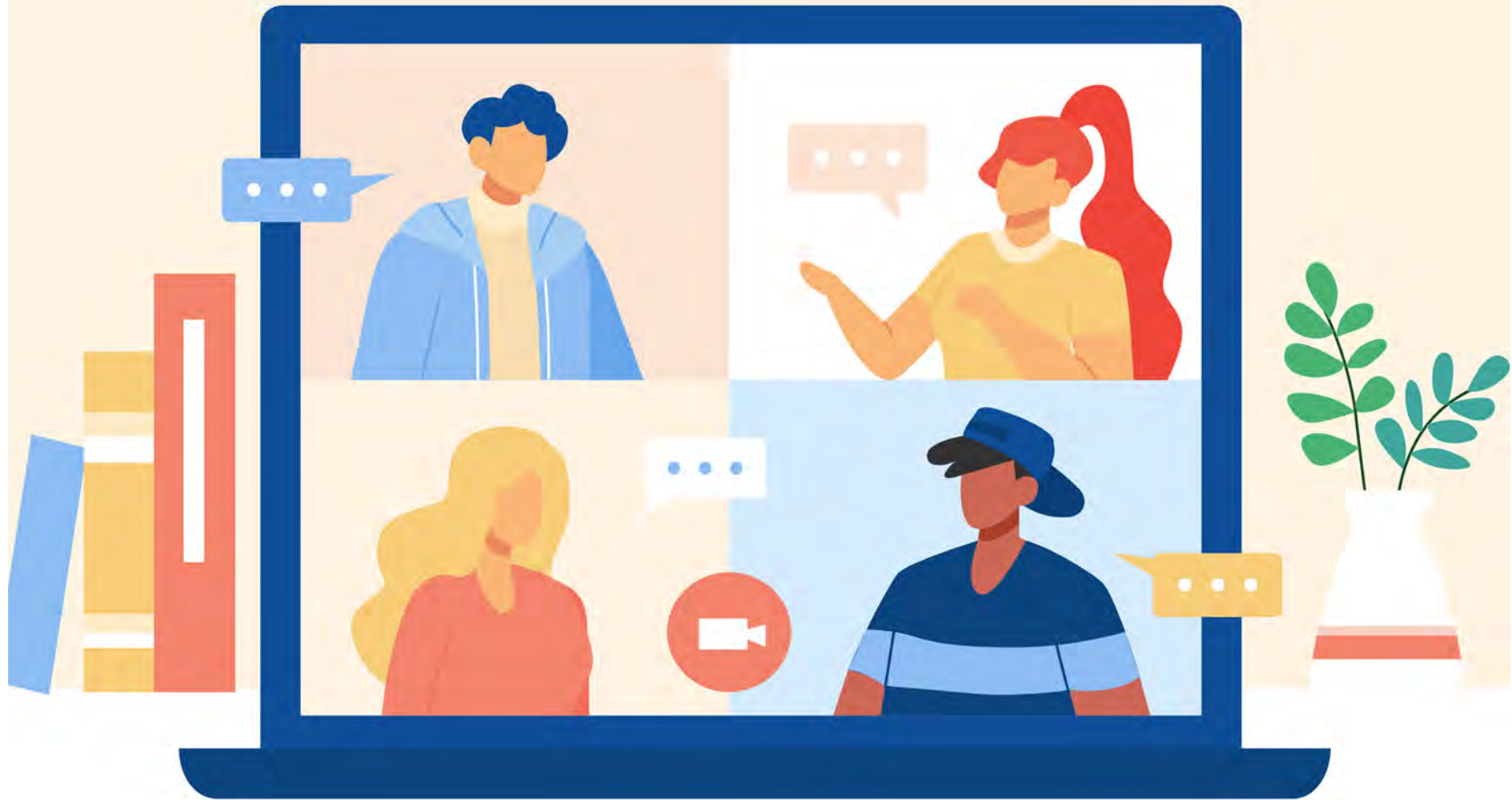




PEI ASSOCIATION FOR
NEWCOMERS
TO CANADA



Annual Report 2020-2021

President's Message



As I wrap up my second year in the role of President of the PEI Association for Newcomers to Canada (PEIANC), it is hard to believe that the majority of my tenure has unfolded in a pandemic world. While the COVID-19 pandemic has profoundly affected and challenged all of us, PEI has fared better than almost any other place in the world due to its unique geography, expert and decisive leadership, and tightknit and caring communities. But while PEI might now be considered an even more attractive destination to study, work, and live, the reality is that immigration to Canada has been severely disrupted and the difficulties that newcomers to PEI regularly encounter, including limited access to housing and health care, have been amplified by the pandemic.

It is against this backdrop that the PEIANC has continued to deliver excellent, reliable, and dedicated service to our clients. The varying public health restrictions have at times altered the ways in which the PEIANC management team and staff do their work, but they have done an outstanding job adapting to these challenging conditions and offering high-quality service while protecting the safety and wellbeing of our clients and the broader community. I would like to sincerely thank our amazing staff and volunteers for their resilience, innovativeness, and steadfast dedication to our clients and the mission of this organization. On this occasion, I would like to express my most heartfelt thanks to Craig Mackie, our departing Executive Director who is retiring after almost 12 years at the helm of the PEIANC. Craig, you have left an indelible mark on this organization and we will miss you.

I would also like to thank my fellow Board members for their committed service to this important organization. In the past year, two new members joined our Board – Sandy Irwin and Trung Ngo – while Jolene Chan (Board member 2010-2020) and Shawn Murphy (Board member 2011-2016 and 2018-2021; serving as President 2013-2016) stepped down from their roles after years of dedicated service. Thank you, Jolene and Shawn, for your thoughtful engagement, insights, and incredibly valuable contributions to the PEIANC!

We are grateful to our funding partners, particularly the Federal and Provincial Governments, and the local community for their continued trust and support. We take pride in our work and will continue to do our part in ensuring that newcomers are able to thrive here and make PEI their home.

Tina Saksida

Executive Director's Message



I can say, without fear of contradiction, that was a year like no other.

The fiscal year began with all staff working from home as the entire province was under a public health emergency order. Client services, team and staff meetings, board meetings all went online. The staff and volunteers, including the Board of Directors, proved to be flexible and adaptable to these circumstances. The Association had to quickly adopt new operational protocols around sanitizing, cleaning, masking, physical distancing, etc.

We began the fiscal year with an historic five-year agreement with IRCC for the provision of settlement and integration services. We also signed five-year agreements to provide refugee resettlement (RAP) and to grow our Provincial Immigration Partnership. Also unprecedented was signing a three-year agreement with SkillsPEI. At the end of this fiscal year 2020-21, the Province, through the Division of Economic & Population Growth, moved to a three-year agreement.

With the support of government and other social service agencies, the Association was able to equip every staff member with a laptop to enable them to work remotely. By the fall, staff began to return to the offices on a limited basis and by the end of the fiscal year, everyone had become comfortable with at least three days in the office and no more than two days working from home.

Client services were maintained through video and phone meetings in the early part of the year with limited in-person meetings resuming in the autumn of 2020. Our outdoor activities were hugely appreciated by our clients. Our Alternate Careers event moved online and changed from being a one-day event to sessions every day for a week. Thanks to the quick work of Goldnet, an online client registration tool was developed and went into service in the spring of 2020, which has meant an overall improvement in our intake process. All three of our language assessors stepped away with concerns for their own health, meaning all language assessments had to be done remotely. We were able to negotiate a process with the Community Colleges of New Brunswick who had both the experience and the technology for remote assessments. We also supported the establishment of a new app for newcomers to PEI called Nuwelcom. Two of the greatest challenges for our clients have been housing and access to healthcare, which unfortunately, we can do little about.

Our multicultural festival, DiverseCity, could not be held on the streets with COVID restrictions, so our team came up with the creative solution of recording performances and editing them to be broadcast on Eastlink TV and shared online.

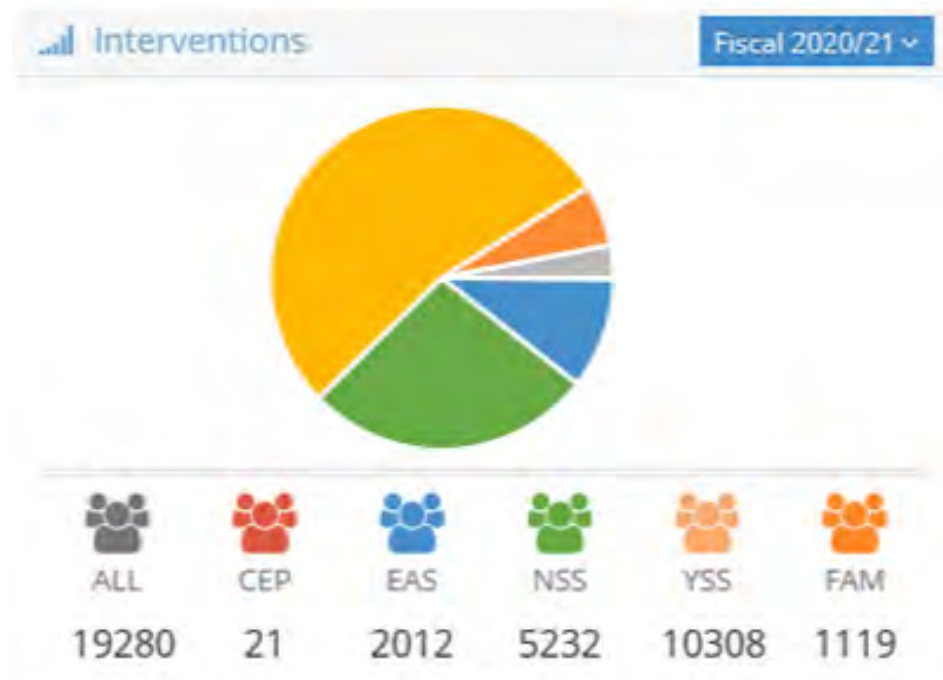
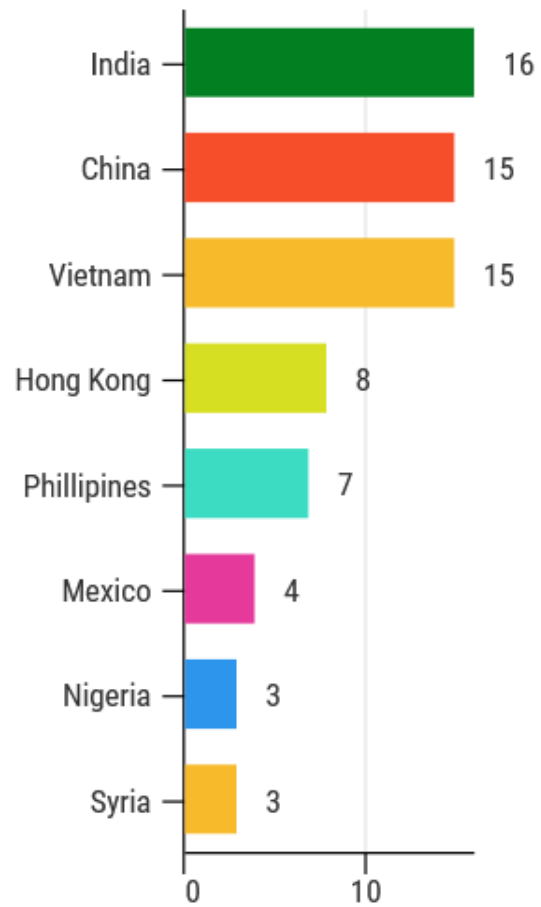
The Provincial Immigration Partnership, led by Project Manager Melanie Bailey, undertook two surveys with people in the immigrant community to learn more about their challenges. The results showed significant mental health challenges and justified to the Province the need for funding a second family counsellor. The results of the two surveys were presented, virtually, at two national immigration conferences.

Over the course of the year, most staff received professional development and training opportunities including Mental Health First Aid and Trauma Informed Care for Newcomers. And while there were numerous achievements over the course of the year, there were clients and staff who experienced difficulties and challenges. Several staff had to take extended leaves of absence while others moved on to work for the federal government.

It was a year like no other and yet we persevered delivering quality support and services. I am thankful for the support from the Board of Directors and from the staff at PEIANC. I am fortunate to work with a team of big-hearted, creative, problem-solving people. By this time next year, we will be working under a new name: Immigrant & Refugee Services Association (IRSA) PEI.

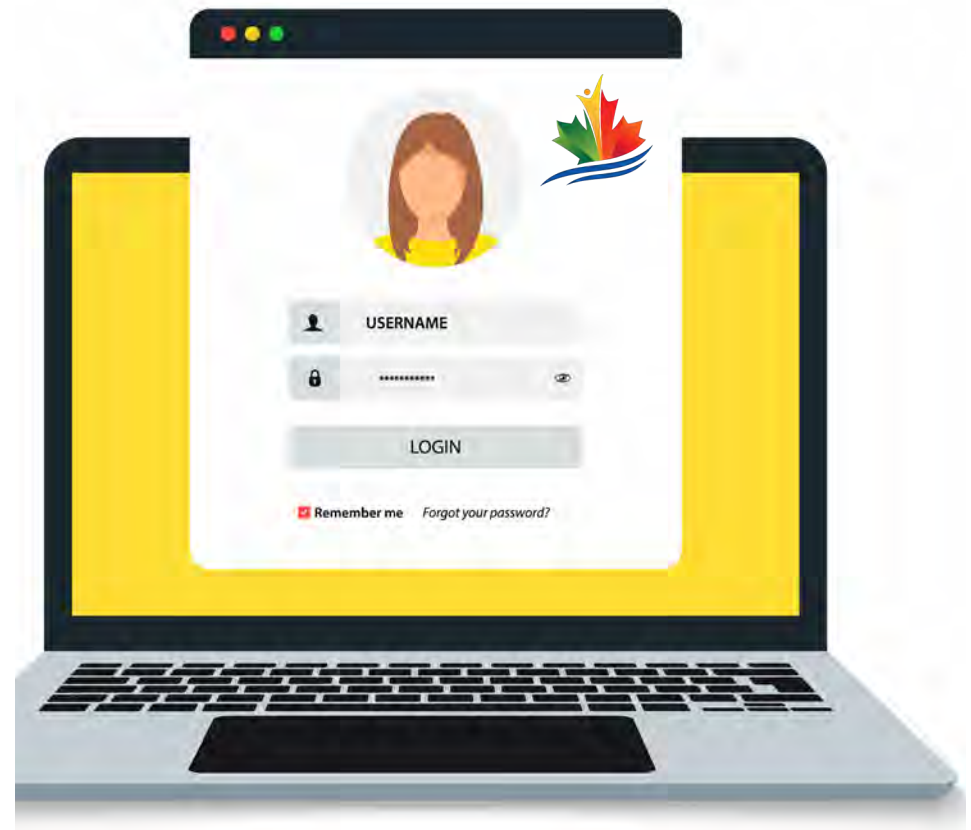
A handwritten signature in black ink, reading "Craig Stukie". The signature is written in a cursive, flowing style.

New Clients Country of Origin %



New Client Registration

Almost immediately after the “work from home” directive took effect, we developed an online client registration portal on our website. This allowed new clients to enter their relevant information and documents and submit them through the website. Settlement staff would receive notification of new client registrations and promptly reach out to arrange an intake appointment, which took the form of a virtual consultation or a telephone conversation.



Canadian Life Skills



The Canadian Life Skills program provides newly-arrived government-assisted refugees (GARs) with guidance and support as they adjust to life in Canada. The program is delivered during the first 12 months after arrival in Prince Edward Island. The CLS worker visits with families and covers a number of topics with them depending on their specific needs, including education on healthcare, child care services, banking, cooking, local laws, to name a few.

The CLS program also offers a series of workshops on a wide variety of subjects open to all newcomers, regardless of their immigration status.

Youth Settlement Services

Our Youth Settlement Services team (YSS) worked their magic and created the YSS Connects Program - offered through July and August to replace previous years' summer camps. This program allowed youth to learn, have fun and interact with others while building friendships.

Parental feedback was overwhelmingly positive and this new initiative proved to be a tremendous benefit to clients in both cities and rural areas of the province.



When word was received that the public school system would be returning to in-person classes in the Fall of 2020, YSS was ready. School orientation sessions were increased and all information shared was in a number of different languages for clients and families. The YSS team ensured that newcomer students entering the PEI public school system were prepared and confident to start their education in Canada.



PEIANC's Youth Settlement Services were able to respond quite ably to the changes in programming that arose as a direct result of COVID-19 curtailing many in-person activities. A number of ongoing programs, such as the Girl's Circle, BroZone, and Future Readiness were quickly modified and delivered virtually to ensure ongoing client engagement. In fact, Future Readiness saw a dramatic increase in the number of participants for many of their sessions as the virtual format allowed for more interaction between the youth and presenters and the scheduling was more convenient for clients and their families, resulting in the decision to further deliver the program online to allow for greater youth client involvement.



Employment Assistance Services

PEIANC's Employment Counsellors provide newcomers with support in developing their career path in Canada by assessing previous skills, employment and education backgrounds to help clients prepare resumes and cover letters that highlight their individual skills. Assisting with job searches, interview preparations, identifying post-secondary training, and exploring alternate career options are all part of PEIANC Employment Assistance Services supports. Counsellors offer one-on-one meetings as well as group workshops while connecting clients with networking and mentorship opportunities.

The Employment Assistance Services (EAS) team immediately recognized the impact the first months of COVID-19 were having on employment and the economy in PEI. The EAS team worked closely with clients who were facing different and difficult employment challenges and barriers while collaborating with employers who were either struggling to remain open or were looking for an immediate work force.



PEIANC’s Employment Counsellors were able to offer the Alternate Careers workshop virtually for the first time in the fall of 2020. Previously, the event had been a one-day session which allowed employers and clients to communicate directly with each other. This year, EAS offered 5 online sessions over the course of a week, with each day covering a specific sector, including construction, health care, public service, finance, and more. Employers gave a brief overview of employment opportunities in each sector and clients were able to directly question employers while EAS staff moderated the proceedings.



The EAS team were able to quickly adapt to the changing landscape and were successful in quickly moving a number of their employment-based workshops, such as “Canadian Workplace Culture” and “Job Search Techniques”, to online platforms to allow for continuity of service delivery. We spent a great deal of time working with clients to access and navigate various provincial and federal employment support programs, including CERB, and developed a number of new contacts which will further enhance staff professional development and client service delivery.

Community Engagement Team

PEIANC's Community Engagement Team (CET) incorporates a wide number of events and activities facilitated by staff and volunteers to help foster and develop ongoing community inclusion and integration for newcomers to the country and to the province.



With many in-person gatherings being restricted, the Community Engagement Team was quick to respond by organizing a variety of activities for clients while respecting gathering limits and social distancing. Focusing on budget priorities, CET got creative and coined “Fresh Air Fun”, an active meet-and-greet for immigrants to beat loneliness and get exercise while enjoying the stunning island scenery.



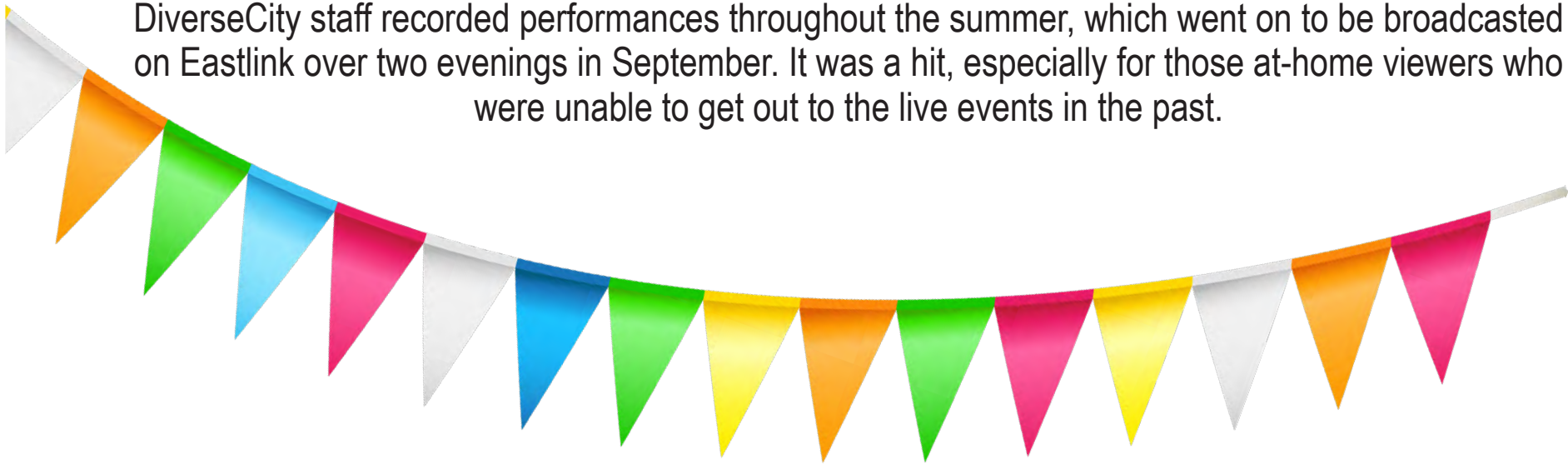
Other Community Engagement programming and events were largely virtual but succeeded in accomplishing the goals of inclusion and integration. One such project was “Annes of the World”. Working with community partners, youth clients were invited to read selections from Anne of Green Gables in a number of languages for “Reading Street”, an annual event that promotes reading and literacy. PEIANC were the proud recipients of a Island Heritage Award for the initiative.



Community Engagement Team cont.

The DiverseCity Festival has grown over the past decade to become the largest multi-cultural festival in the province, attracting more than 20,000 people to the events. As PEIANC was unable to produce an in-person event this year, an alternative presented itself as PEIANC partnered with Eastlink.

DiverseCity staff recorded performances throughout the summer, which went on to be broadcasted on Eastlink over two evenings in September. It was a hit, especially for those at-home viewers who were unable to get out to the live events in the past.





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Provincial Immigration Partnership

PEI's PIP develops and works alongside a province-wide, multi-sectoral network of traditional and non-traditional partners in immigration. This helps increase capacity, improve collaboration, strengthen stakeholder relations, and improve sharing of information and resources between immigrant partners and across their support network. PEI's immigration partners benefit directly from the coordinating and capacity-building function of PIP, while PEI's immigrant population benefits through increased community support.

When many newcomer clients showed their stress with ongoing changes and challenges due to covid, the Provincial Immigration Partnership team released a survey to the newcomer community to get a clearer view on how they were dealing with the situation. The results yielded several actionable items in the areas of healthcare, mental health, employment supports, and more. This survey provided the data and input needed to help determine current and future needs for the growing immigrant community in PEI.



PIP provides advisory and leadership opportunities for new residents, fosters civic engagement, and seeks to strengthen overall settlement outcomes through collaboration with service providers and municipal and community leaders. This work is enabled through partnerships with Municipalities, Immigrant Serving Agencies, Provincial Government (Economic and Population Growth, Office of Immigration, Island Investment Development Inc., Municipal Affairs, Rural and Regional Development), Federal Government (IRCC, ACOA), and other local, regional, and provincial partners.



Partners in Immigration:

294

Newcomer Advisors:

74

Provincial/Municipal Strategy Sessions:

326

Municipal Council & Working Group Sessions:

653

PIP Events & community-led activities:

182

Funders & Finance

Revenue	2020-2021	2019-2020
Immigration, Refugees and Citizenship Canada - Settlement	1,808,732	1,909,263
Immigration, Refugees and Citizenship Canada - RAP	248,041	236,693
Immigration, Refugees and Citizenship Canada - LIP	81,359	84,999
Province of PEI	432,693	417,501
Skills PEI	219,921	217,930
Other Revenue (Schedule)	345,432	323,697
Total	3,136,176	3,190,083

In addition to our primary service funding, PEIANC applies for and receives other funding to suit additional client needs or special projects for community engagement, youth programming, and more.

Wages and wage levels	2,310,261	2,327,165
Program Activities	371,525	427,194
Operating Expenses	84,942	74,481
Website, intranet development, and translation	68,777	87,391
Rent	120,482	114,991
Client Expenses	69,859	66,155
Office	3,957	5,913
Travel	11,271	32,282
Professional Development	10,782	23,642
Miscellaneous	4,674	5,527
Advertising	777	1,269
Professional fees	2,750	2,700
Amortization	7,359	4,051

PEIANC employed more than 38 full-time and 4 contract or short term positions as well as more than 55 contractors to provide language-based services.

THANK YOU

Community Partners:

3 Points Aviation
ARAISA
Aspin Kemp & Associates
Atlantic Canada Opportunities Agency (ACOA)
Atlantic Lottery Corporation
Canadian Association for Advancement of Women in Sport
Carrefour de l'Isle-Saint-jean
CBDC West Prince Ventures Limited
CHANCE Family Resource Center
Charlottetown City Police
Charlottetown Farmer's Market
City of Charlottetown
City of Summerside
Community Legal Information Association (CLIA)
Confederation Centre of the Arts
Construction Association of PEI
Cooperative d'integration francophone de l'I.P.E. (CIF)
Cornerstone Baptist Church
Diocese of Charlottetown
Eastern Chamber of Commerce
Efficiency PEI
Engineers PEI
Family Service PEI
Family Violence Prevention
Greater Charlottetown Area Chamber of Commerce

Greater Summerside Chamber of Commerce
Health PEI
Holland College
Ion Optical Consulting
ISANS Immigrant Services
Island Storm
Jumpstart (Canadian Tire)
KidSport PEI
Kinsmen
Maple Leaf Curling Inc.
Maritime Electric
Markham Centre Financial
Parks Canada
PEI Business Women's Association
PEI Career Development Association
PEI Connectors
PEI Human Rights Commission
PEI International Business Centre
PEI Literacy Alliance
PEI Public School Branch
Provincial Credit Union
Provincial Public Library Service
Public Health
RBC Foundation
RBC Royal Bank of Canada
RCMP of Prince Edward Island

Rural Action Centres
Sadat's Cuisine
Smart ECom
Sobeys, Inc.
Social Services and Seniors
St Paul's Anglican Church
Starshot
Stratford Community Garden
Tennis PEI
The Rotary Club of Charlottetown
Tourism Industry Association PEI (TIAPEI)
Town of Alberton
Town of Cornwall
Town of Montague
Town of O'leary
Town of Souris
Town of Stratford
Town of Three Rivers
Township Buick
Trinity United Church
United Way of PEI
UPEI
UPEI International Student Office
Wake Up Dance Studio
Women's Network PEI

Community Partners cont.

Financial Contributors, Partnerships, and Other Beneficiaries:

Immigration, Refugees, and Citizenship Canada (IRCC)

Skills PEI

PEI Department of Workforce and Advanced Learning

Employment and Social Development Canada

Canadian Heritage

Government of PEI

