



PEI ASSOCIATION FOR
NEWCOMERS
TO CANADA

Bringing People and Communities Together



2011/2012 Annual Report

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President's Message

Myra Thorkelson



When you walk down the streets of cities in Prince Edward Island, you cannot help but notice the diversity of the people you meet. You can pass newly opened ethnic restaurants, Asian food markets and see foreign languages on many signs. Our Island population has undergone amazing growth in the past few years and many of the newcomers are from faraway parts of the world, places

we knew just a short time ago from the news or from reading. We now have the opportunity to work beside, socialize with, and befriend families who can open our eyes and our minds to the cultures of the world. Islanders can learn firsthand about global happenings, and can be thankful for chances to become personally familiar with the cultures and people who populate the world today.

Staff members and the Board of Directors of the PEI Association for Newcomers to Canada are continually looking forward and strategically planning for newcomers. Settlement of newcomers on our beautiful Island is the building block that will enhance the future economy of the province. Between 2012 and 2032, a million jobs are expected to go unfilled across the nation. Some of those will be in PEI, where it is estimated that 1/3 of the population will be over 65 years of age within the next twenty years. The staff and board members of PEI ANC are striving to meet the challenge, to assist in the settlement process, to enable newcomers to become productive and contented members of our communities.

This year, we have spent time searching for a new home for the PEI ANC—a venue that will be visible, accessible, affordable, and well-organized, and a place that will welcome newcomers and provide seamless integration as newcomers transition into 'Island' living. We have sought more partnerships with various community organisations, and have developed and implemented new programming for every age so that newcomers can 'find a fit' and feel comfortable in their new surroundings. Also, we continue to work closely with our funding partners to ensure that every program dollar is spent in a meaningful and accountable way.

The hard work and commitment of the volunteer members of the Board of Directors must be recognized and a big thank-you is due to the diligent staff of the PEI ANC whose dedication is much appreciated. As well, the many volunteers who assist in the numerous programs deserve our heartfelt thanks and recognition for a job well done. I want to thank our funders also, with whom we offer the many innovative services and programs that continue to grow and expand. The Board of Directors has learned a lot over this reporting period. Settlement organizations across the country face new national guidelines and funding challenges and we will have to adapt to them. We are honoured to continue to work on behalf of the clients of the PEI ANC in the years to come.



Executive Director's Report

Craig Mackie



It has been another interesting and challenging year for the Association. We have experienced some growth, developed new services and programs, and added new internal systems to increase efficiencies. There is much we are proud of and before presenting some of the highlights of 2011-12,

I want to thank the volunteers on

our Board of Directors and the staff for their hard work and their dedication in support of newcomers. It is both satisfying and heartening to work with such a remarkable group. We acknowledge the significant financial support we receive from Citizenship and Immigration Canada, Health Canada, Innovation PEI and the Department of Innovation and Advanced Learning as well as the Acadian and Francophone Affairs Secretariat. We also celebrate the contribution made over the past year by more than 200 volunteers who have helped with programs, services, and friendship.

For fiscal year 2011-12, we welcomed 1,362 newcomers, which compares to 1,933 in the previous year. There is a similar trend with refugees. A large number arrived last year. We are not expecting to reach our target for Government Assisted Refugees for 2012 because of a slowdown in processing overseas. The majority of PNP nominees from the old program have already arrived in Canada. We are just beginning to see arrivals from the new PN Program and expect the numbers to grow in the coming years.

While the arrival of newcomers has slowed somewhat to a more manageable number, newcomers are staying longer and choosing to make PEI their home. They need ways to connect and feel included in the community. This has dictated a shift in priorities for PEI ANC to put more emphasis on inclusion and integration activities. This Annual Report will detail the accomplishments of each PEI ANC team, but here are a few highlights from the year:

- **Staffing:** Additional funding from CIC allowed us to create a full-time position in Summerside and to establish a Family Counsellor with our Immigrant Student Services team.

- Long-term planning sessions were held with both the Board of Directors and staff. It was decided to implement a shift in priorities as we no longer have an overwhelming workload with intake and immediate settlement needs. We can now begin to focus on community integration and inclusion through increasing our outreach activities. Another important strategic direction set this past year is to increase the number of partnerships we have with community and business organizations so that there is a wider base of Islanders supporting integration and inclusion. A forward-looking document titled *The Way Ahead* came out of the planning sessions and now serves as a blueprint for action over the next two-to-three years.
- Some of the new partnerships we developed over the past year:
 - Parks Canada
 - Murphy's Community Centre
 - Seniors Active Living Centre
 - PEI Health Sector Council
 - PEI Women's Network
 - Culture PEI
 - PEI Citizenship Committee
- PEI ANC contributed substantially to business start-ups and employment in the past year. Our Self-Employment Counsellor, Adam Doucette, supported the opening of 23 new businesses with 27 newcomer entrepreneurs. These entrepreneurs have employed more than 130 people. Unfortunately, the funding for the Self-Employment Counsellor pilot project was terminated by the Province when they decided to make on this role part of their operations.
- A Facility Study was completed by consultants in September 2011 which concluded the need for a new physical space for the Association. A location has been identified and it is anticipated that the Association will be in its new home by March 2013.
- We have made significant progress in achieving efficiencies in the Finance and Administration area of PEI ANC thanks to excellent work and leadership by manager Jim Waito. The details are in his report.
- Funding for translation of the website into Persian was obtained and the launch of this language on our website occurred on July 31, 2012.



- Internationally Educated Health Professional (IEHP) programming has been extended to Kings County with the establishment of a Retention and Integration Committee for Health. Through the IEHP Initiative we have also obtained extra funding to have a part-time support person who assists the committee.
- We implemented a new logo and look for PEI ANC.
- It has also been a year of exceptional achievements for our Community Connections Program, our Multicultural Education Program, and for our entire Community Outreach Team. They have gone above and beyond in creating new programming and building on existing work.
- Work continues with our social networking and media efforts. We have established a Facebook page and a YouTube Channel for the Association.
- PEI ANC is constantly reinvesting directly in newcomer Islanders. This includes: filling staff positions by newcomers; helping newcomers create jobs and stable employment thus impacting retention and the Island economy; providing honouraria for performers/artists at events; connecting newcomers to potential buyers of their goods and services through events such as Cultures Connecting Through Culture and farmers' markets; contracting newcomer vendors to provide food services at PEI ANC events like DiverseCity; and utilizing a whole range of essential services provided by interpreters and translators—our IT and website providers are former refugees to Canada who have been living here for over 15 years, and have created their own successful company.

Looking ahead, we expect to see a gradual increase in the numbers of newcomers arriving on PEI and registering with our Association—in part due to the new Provincial Nominee Program, and also as a result of our efforts to make ourselves better known and more accessible. We have submitted three-year proposals to CIC for funding and programming for both Settlement and Resettlement. We will propose better support for Temporary Foreign Workers in PEI. We intend to continue to strengthen existing partnerships and look for new opportunities to support the inclusion and integration of newcomers. 2013 marks the 20th anniversary of the PEI Association for Newcomers to Canada. We hope you will join us in celebrating two decades of “Bringing people and communities together.”

Finance and Administration

Jim Waito (Manager), Kelcy McNally

This has been another busy year for Finance and Administration.

The new accounting structure implemented last year has worked out very well, and has enabled us to create a more comprehensive monthly reporting system. Better information is available to manage program costs, and Coordinators and Supervisors are now involved directly in building PEI ANC budget plans.



PEI ANC Staff - Finance: Kelcy McNally, Finance Support Clerk, and Jim Waito, Manager of Finance and Administration

In January of 2012 we created a tailored Group RRSP in partnership with Sun Life Financial, and through the services of Andy Lambe & Associates, Inc., a PEI financial services company. This approach greatly streamlines the administration process and provides a wide selection of standardized, cost-efficient investment choices. Each staff member has direct online access to, and control of, his/her portfolio. Local consultation and advice is available for individuals and the Group as a whole.

Client service demands, changes in provincial funding support, and program expansion created the need for PEI ANC to request amendments to contract funding. Some of the contracts were due to be renewed for another term. This resulted in significant work handling budget adjustments.

The Manager of Finance and Administration has been a committee member on the following sub-committees of the Board of Directors: Personnel Policy Manual Committee (to review and revise policies), the New Facility Committee (to



find options for implementing results directed by last year's Facility Study), and the Salary Scale Policy Review Committee (to review and revise policies in this area).

We once again were able to have part-time Finance Support staff. I welcomed Kelcy McNally to the team, replacing Jordan McNally, who moved on to a career in Chartered Accounting. Kelcy has been a great help with the day-to-day work and in building our internal systems.

Intake

Lucy Zhang

Over the past reporting period, Intake has registered 970 new clients. The clients came from 51 different countries, with the majority (69%) of them immigrating to PEI through the PEI Provincial Nominee Program from the China and Iran.

During the past three years, Intake was overwhelmed with the number of new families arriving every day. For each family,

Intake could only quickly register the clients, apply for Health cards, Child Tax Benefit and GST credits, and family physicians, and refer them to other PEI ANC departments as fast as possible based on their immediate needs. Usually, the top priorities for new families are: English assessments for LINC schools and/or looking for employment for the adult family members; and registering the children for grade schools and/or daycares for the younger members. Intake was not able to spend sufficient time with each family to identify their specific interests and longer-term needs.

At present, with the total number of new clients arriving at a steadier rate, Intake can spend more time with each family if needed. Sometimes, clients will make a few trips back for Intake. For example, when they first arrive here, they usually do not have a permanent address. They may register and apply for certain cards that do not require permanent address immediately, but will have to have that information updated when they do. For other services, such as children's enrolment into schools and family physicians, a permanent address is required. Also clients may not have children's immunization records in English, or they may not have brought them at all,

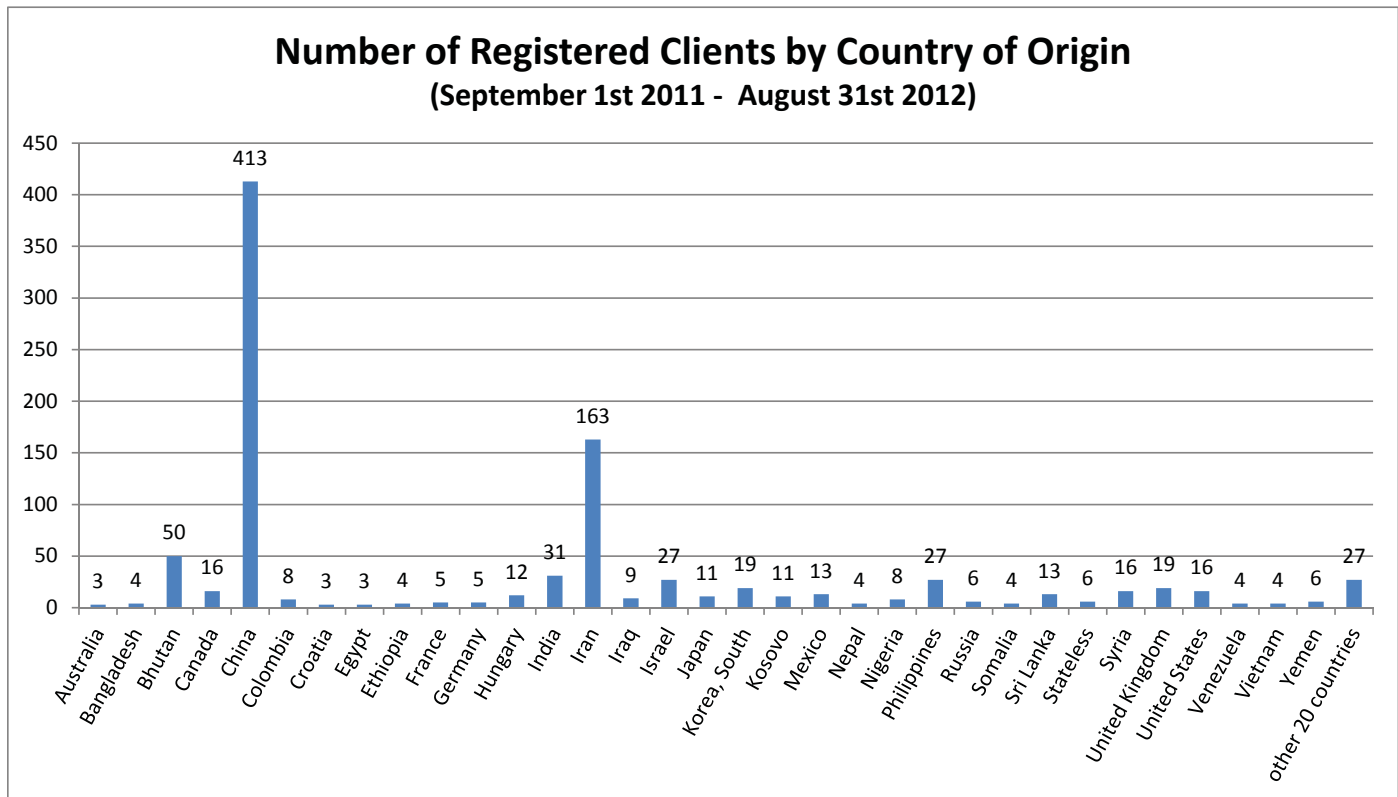


Chart 1: Number of Registered Clients by Country of Origin 2011/2012

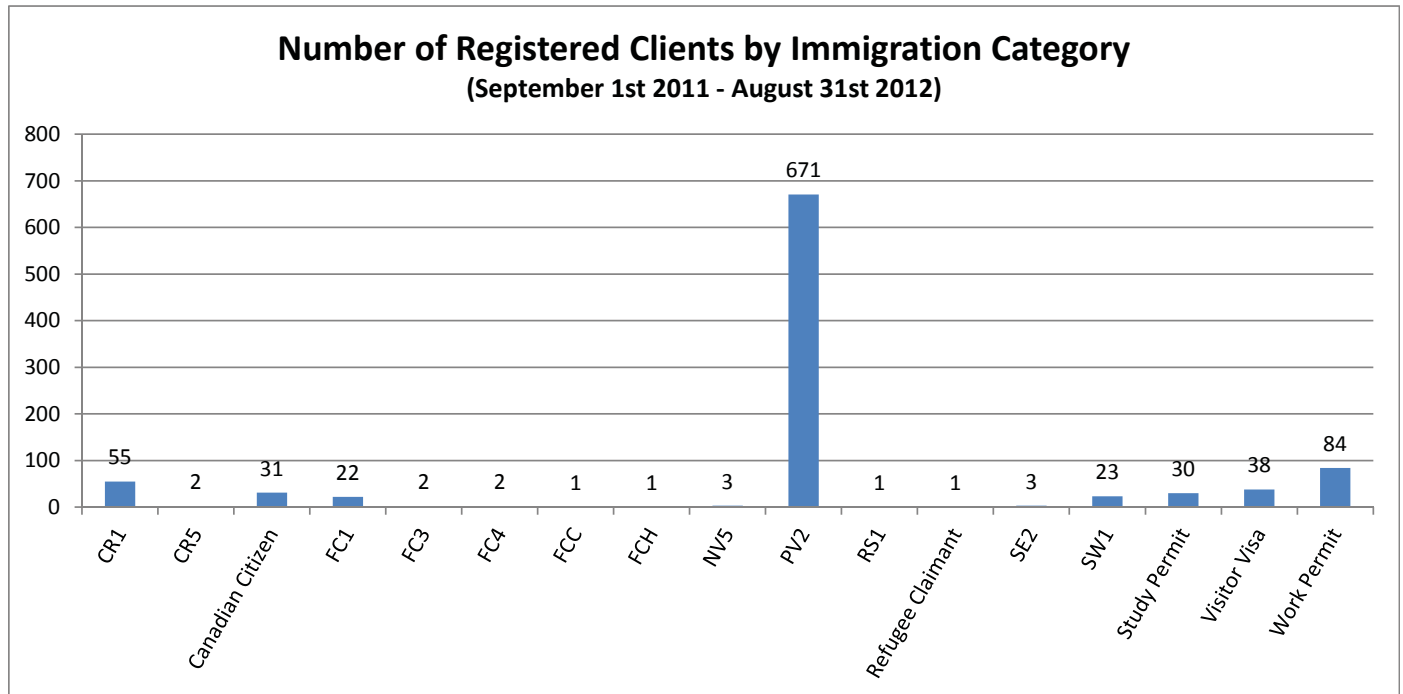


Chart 1: Number of Registered Clients by Immigration Category 2011/2012

so the records will need to be translated or brought to PEI. Quite often, clients need to rewrite their English tests due to personal reasons, and come back to Intake for booking language tests. In addition, many clients will come back to Intake for referrals to other programs because those services are not on their top to-do list when they first arrive. We may review with them the detailed programs and services provided either inside PEI ANC or other government services or the community. All these factors break down the Intake process into a few meetings with each new family. When intake is too busy, there is no time to help clients better adjust to their new home.

Language Assessments

PEI ANC continues to administer the Canadian Language Benchmark Placement Tests (CLBPTs) for newcomers. Newcomers take the tests either for going to the Language Instruction for Newcomers (LINC) classes or for applying for the academic programs at Holland College. CLBPT assesses an individual's listening, speaking, reading, and writing skills. Adult students (18 and above) are then referred to the LINC schools to learn or improve their English. Many newcomers are very enthusiastic in going to the language schools as they

realize how important it is to be able to speak English in their daily life in PEI and Canada.

With the significant number of newly arrived clients, plus those clients who arrived on PEI from the previous 3 years, requirement for CLBPTs are still in high demand. During this reporting period, PEIANC administered 629 English assessments.

In the future, Intake will not only continue to provide the existing services to newcomers, but also to partner with the Community Outreach Team (COT) to gather information on clients' hobbies, sports, musical interests, and so on. Whenever there are community events, or other offerings in the community that meet a client's needs, COT will contact the interested newcomers to provide them with the information or opportunity for participation. This partnership will provide newcomers more opportunities to meet and make friends with local people and impact retention. I believe the new and improved intake process will help newcomers to integrate into the local community on PEI more effectively.



Language Instruction Liaison and Administration Support

Verity Kislingbury

The purpose of LINC, or Language Instruction for Newcomers to Canada, is to help adult newcomers who are permanent residents to develop their English communication skills (reading, speaking, listening and writing) through designated learning institutions.

The LINC administrator's job at PEI ANC is to liaise and coordinate with our clients and the established teaching institutes both locally and on-line, to provide referral services in a fair and consistent process to facilitate client's demand to learn or improve their English ability.

The referrals are based on the Canadian Language Benchmark test, which is done within our office with the aid of TESL certified assessors. The classes provided a range from beginner to advanced levels, which aim to provide essential skills to communicate and participate effectively within their community and workplace.

This year the demand for English training has still remained high, but has fortunately seen fewer clients waiting for referral for extended periods of time. The challenge remains for those that request specific schools, locations, and teachers,



PEI ANC Staff - Administration: Verity Kislingbury (LINC Liaison/Program Support), Etta Esler (Receptionist) and Lucy Zhang (Intake Worker)

however in these situations they are advised that their request can increase their waiting period.

Over the last year there have been just over 1100 referrals made to the schools, which is only 73 fewer than our last reporting period. The chart below provides details on the referrals made this year.

With the language assessments being valid for one year, it is important to maintain our database with the most current information to ensure that referrals are made accurately and

in a timely manner. I rely on the teaching institutes to update her with any changes to client levels to maintain this process. Without this information clients would be placed into levels that are no longer suitable for their ability and may incur longer waiting times to be placed correctly.

Through the hard work and determination of the clients and teachers, advancement in English ability is gained. Ap-

proximately 40% of clients advanced in this reporting period, many of whom provide encouragement to other participants.

It is always a highlight for me to see clients whose English ability has improved. There is a noticeable change in their confidence level, and of course they are much more willing to participate in conversation and social activities. We know that they are on a stronger path to succeeding in Canada with the acquisition of language skills.

School \ Level	Pre-LINC	1	2	3	4	5	6+	Total
Holland College	154	76	135	110	88	46	27	636
Study Abroad	93	51	54	70	61	56	42	427
LINC Home Study	N/A	N/A	4	8	15	6	8	41
							Total	1,104

Table 1: Language instruction referrals by school (September 1, 2011 - August 31, 2012)



Although LINC referrals maintain a large part of my position, I am also an active participant of several committees within the Association that are linked with my administrative duties and assist the management, staff, and board at the ANC.

I have been with PEI ANC for several years now and continue to enjoy my time here. I have seen lots of changes, as we strive to fulfill our client's needs for settlement and integration services. I find that the friendliness of staff and clients are what make the association so special and feel that this is what helps make us the success that we are. I look forward to meeting new clients and to their future successes becoming integrated citizens of Island and Canadian life.

Resettlement Assistance Program

Melissa Coffin

This past year the PEI ANC RAP Program has welcomed 57 refugees from three different countries. With the exception of one family of four, all are still living in Charlottetown. One of the families has had a baby since their arrival in December 2011. All RAP clients live in the downtown core of Charlottetown and most of them are attending language training.

Within a week of arrival all clients are assisted with completing paperwork to obtain a Social Insurance Card, Child Tax Benefits, Permanent Resident Card and PEI Health Card. All clients are seen by public health nursing and started on an immunization schedule their first week in Canada. Clients are given information on the basics of living in Canada, this includes budget counselling, information on transportation loans, and their obligations as a permanent resident of Canada.

Clients are supported through their first year in Canada and have settlement assistance directed at their specific needs. The RAP worker continues to assist them in learning about this country and assisting them with everyday needs that prove to be overwhelming. The RAP worker also works as a liaison for clients assisting them with landlord issues, medical interventions, daycare requirements, Citizenship and Immigration inquires and Canada Revenue Agency issues.

Many of our clients have specific settlement and medical needs. Depending on the need, they are referred to the appropriate service provider. In order to best serve our clients we

have fostered great working relationships with many medical professionals in the community including eye doctors, dentists, and public health officials. Often a client's needs relate to having little to no previous medical interventions before they arrived in Canada. Referrals have been made to mental health professionals in the community in order to provide our clients with the extra assistance that they need.

One RAP client who arrived in 2011 has a particularly good story. He came to Prince Edward Island from Iraq with his wife and two teenage sons. He worked very hard at ensuring that his life here would be successful. Both he and his wife worked at upgrading their already impressive education and their sons immediately began working at their futures in their new country. He is currently working as a sessional lecturer at UPEI, his wife is working for a doctor in Summerside, their oldest son is enrolled at UPEI, and their younger son is excelling both academically and socially in high school—he is also a member of the Provincial rugby team. In their first year they have become self-sufficient and have adapted very well to their new life in Canada.

Newcomer Settlement Services

Erin Mahar (Coordinator), Stephen Li, Alex Yin, Valerie Fitzpatrick, Kate Biggar

Newcomer Settlement Services (NSS) is funded by Citizenship and Immigration Canada—Immigration Branch.

NSS delivers a wide variety of services to newcomers during their settlement and adaptation process. The focus of the program is to deliver direct services to immigrants of any immigration category, as well as Government Assisted Refugee (GAR) after their first year under the Resettlement Assistance Program (RAP) has elapsed. NSS provides long-term settlement services, addressing the needs of immigrants settling in PEI, Canada, and helping them integrate into the Island community.

As settlement workers, we assist many clients on a daily basis. We act as a liaison between clients and organizations such as Canada Revenue Agency, Department of Health, Richmond Center, Catholic Family Services, CIC Collection Services, Public Health, Child and Family Services, Financial Assistance, Provincial Nominee Program, Victim Services, Anderson House, and others.



PEI ANC Staff - Settlement Team
(clockwise from left):
Alex Yin (NSS)
Valerie Fitzpatrick (NSS)
Erin Mahar (Coordinator)
Stephen Li (NSS)
Rosalie Blanchard (CLS)
Melissa Coffin (RAP)

We assist newcomers with everyday issues: booking appointments and interpreters for medical/dental/vision needs for those with lower English levels; finding childcare; providing information on driver's license, highway safety, public library, hospitals, clinics, bus routes, and city hall; dealing with landlords and the Island Regulatory and Appeals Commission (IRAC), and much more. We also provide driver's license and other essential document translation.

NSS assists clients with information on the legal system, Community Legal Information Association, domestic disputes, child custody issues, divorce, as well as police services.

The NSS team is responsible for collecting immunization records and passing them on to Public Health in Charlottetown. We continue to work closely with Public Health in regards to the monthly newcomer immunization clinic. On average we organize attendance of between 65 and 80 clients per clinic each month.

We facilitate meetings and are here to support our clients as well as refer them to outside organizations as needed. We ensure the active participation of each client seeking assistance.

The NSS team takes pride in our work on behalf of our clients. We have had a very busy year and continue to look forward to the challenges and rewards of working with newcomers to PEI.

Canadian Life Skills Program

Rosalie Blanchard

When refugees and newcomers first arrive in Canada they are living through a significant and challenging transition to a new life with a different language, culture, economy, social structure, housing, and climate. Canadian Life Skills (CLS) instruction is made available to all clients. Providing clients with life skills training helps make their transition into Canadian society smoother, and assists in reducing some of the stresses caused by their new situations and surroundings.

Client Work

During this reporting period, Canadian Life Skills training was done with sixteen (16) newly arrived refugee families. All families received the Resettlement Assistance Program for Refugees (RAP) Orientation as well as one-on-one training in their homes. The individual training included topics such as: health, nutrition, budgeting, parenting norms in Canada, the law, transportation, education, and Canadian Culture.

Information Sessions

Information sessions are an important component of the CLS program and they provide clients with information on a variety of interesting topics in an informal manner. A wide range



of subjects were covered this year with a total of 236 clients in attendance.

Information session topics:

- *Getting Started*—Presented by the PEI ANC Canadian Life Skills Program
- *Preparing for Winter*—Presented by the PEI ANC Canadian Life Skills Program
- *Immigrant Health*—Presented by a UPEI Nursing Student
- *How to Prepare Your Income Tax*—Presented by Karen Crowder a representative from CRA
- *Food Preparation and Safety*—Presented by a UPEI Family and Nutritional Sciences Students
- *Fishing in PEI*—Presented by Rosanne MacFarlane with the Department of Agriculture and Forestry, and Otis McInnis with the Department of Fisheries and Oceans
- *RESP's and Post-Secondary Education*—Presented by the PEI ANC Canadian Life Skills Program
- *PEI National Parks*—Presented by Kara Grant the Public Education Outreach Officer with Parks Canada

The Canadian Life Skills Worker visits refugee families on a regular basis. Visits take place when the entire family is present and as schedules permit. They also include a check-in with children, parents, and grandparents to see how everyone is doing, how the family is getting along, and to help with any issues or challenges they may be facing.

The CLS Worker also visits newer parents at home daily with an infant or small child. This offers them support as well as a professional, listening ear while their families are at school or work.

Francophone Settlement Program

Nancy Clement

Francophone Settlement

I continue to work directly with Francophone clients at reception and in conjunction with PEI ANC's Intake Officer, the NSS program, the EAS program, and language referrals, as well as responding to many email and phone inquiries from poten-

tial immigrants regarding settling in PEI. I am also working on contacting clients who listed French as their first, second, or third language, to ensure they are aware of services and opportunities available to Francophone immigrants including an upcoming employment project for Francophone newcomers.

Liaising with Francophone/Acadian Communities and Organizations

This year I was invited to sit on the Board of *RDÉE, le Réseau de développement économique et d'employabilité francophone*, as well as assisting *RDÉE* with the creation of a proposal for a project to help integrate Francophone newcomers into the PEI workforce. I will be working closely with the new coordinator of this program, Angie Cormier, and with our EAS team and other partners to make this project a success. I completed my two-year term as the representative on behalf of immigrants for the Atlantic Committee for Francophone Immigration (*Comité Atlantique sur l'immigration francophone - CAIF*) and attended the *2ième Colloque atlantique sur l'immigration francophone* (2nd Atlantic Symposium on Francophone Immigration) in November. I provided this committee with statistics and background information regarding Francophone immigration on PEI as well as contacting clients for photos and videos for an Atlantic-wide awareness-raising campaign to be launched in early November. I have introduced new staff of the *Coopératif d'intégration francophone (CIF)* to the staff and services at the PEI ANC office, as well as partnering with *CIF* on Global Jams in Summerside and at UPEI, and attending *CIF* events (*AGM, Café du monde*). I assisted *Collège Acadie* with starting up their new 'French for Newcomers' class. *Radio-Canada* has interviewed me regularly about various PEI ANC programs and projects.

French Presentations

In May, I presented at the Canadian Council for Refugees conference held in Fredericton, on the challenges of Francophone immigration to a minority-French-speaking province and also in a rural setting. (This is the case for most Francophone immigration on PEI). My co-presenters in this workshop were from settlement agencies and Francophone organisations in Alberta and New Brunswick. I also presented in several French immersion classrooms and to the "B.Ed. in French Education" class at UPEI in conjunction with PEI ANC's Multicultural Education Program.



French Conversation Circles and tutoring

PEIANC continued to offer free French conversation circles and individual tutoring following the Community Inclusion Program (CIP) model for English circles, enlisting the skills of trained volunteer tutors. We have over 50 newcomers on the waiting list for French Circles and tutoring which will begin again in October. We are training two new tutors which will bring our total number of tutors to four (we had five until one moved off-Island for study) and we are hoping to work with the *Coopérative d'intégration francophone* to find more French tutors this year.



Nancy Clement (R) with a participant of the rug-hooking project for seniors.

Community Events and Activities

We held two Global Jams this year, one in Summerside and one in Charlottetown, in partnership with *CIF*, Canada World Youth, *SSTA*, *Jeunesse-Acadie*, *Centre Belle-Alliance* and UPEI. As a result of Global Jam, we been approached by a group of researchers and students at UPEI to help with a Newcomers' International Choir as part of the AIRS research project. This will be linked with Global Jam as well as the singing module of the New Horizons for Seniors project.

Once again PEIANC was chosen as a work placement for Canada World Youth and I supervised the volunteers during their three-month period with us. Our wonderful participants, Feby and Louie, assisted our staff teams with many projects and gave rave reviews to the PEIANC as a work placement! We will be hosting another pair of participants from the Indonesia-Canada program beginning October 16, 2012.

As always, it was my pleasure to assist ISS during the Summer Program and for PD days throughout the year.

The remainder of my time is divided amongst various Community Outreach Team events and activities (see the COT report) and inter-team projects (see below).

Immigrant Women's Support Group (inter-team committee)

The Immigrant Women's Support Group (formerly and affectionately called 'Women's Happiness Group') funded by the Department of Innovation and Advanced Learning, continues to provide an important social and educational forum for immigrant women. The women meet other immigrant and Canadian women, practice their English, become familiar with some activities and resources available in Charlottetown, and also are introduced to parts of the Island outside Charlottetown, and occasionally off-Island. On our contact list we have over 190 women with an average of 18 attending each event this year. This year we have offered a wide variety of activities including a clothing swap, song-writers' concert, make-up demo (catering to a lovely full range of skin colours), trip to the Moncton Zoo, line-dancing, Transforming the Street, potluck, crafts, and square-dancing!

Seniors Social Education Program

I was a facilitator, along with Yvette Doucette and Valerie Fitzpatrick, of a seniors' rug-hooking project through our Seniors Social Education Program, also funded by the Department of Innovation and Advanced Learning. This was a wonderful project, bringing senior immigrants who experience extreme isolation—due to language, culture, age and mobility issues—together once-a-week with established Canadian seniors. An indication of the success of this project is that two of the established Canadian participants have invited the whole group into their homes since the end of the project—long-term connections were definitely made!

I look forward to continuing to work on behalf of Francophone and all newcomers to PEI, Canada, in the year ahead.



Immigrant Student Services Program

Rocío McCallum (Coordinator), Brianne Peters, Heather Lea-Desai, Brad Murray, Nicole Li, Cindy Breau

The Immigrant Student Services Program (ISS) continues to provide services that support youth and children at the school level, as well as at the community and recreational level—overall support that is essential for the development of healthy and happy youth.

The following are some of the highlights within the services the ISS Program offers to its clients:

Intake Process

The client load for the 2011-2012 school year was 659 students from Kindergarten to Grade 12. During the summer months 20 new student clients were added, bringing the total to 679 clients for the reporting period.

A total of 159 new intakes received support with the school registration process and an information session on the PEI Education System.

Professional Development (PD) Days

The ISS Program offered seven PD Day Camps during the 2011-2012 school year. They consisted of a full day of activities for students from Grades K-6. The average attendance for

each of these days was forty-five students. This year we ran the PD Day Camps out of a rented space at the Trinity United Church Hall. It offers more freedom and physical activity options to the participants.

YMCA Youth Exchange

Another successful YMCA Youth Exchange was carried out this year, for the third year in a row, with the participation of eighteen immigrant children, three ISS staff members, and one youth leader. Thanks to the many fundraising events, and the assistance of the YMCA, the PEIANC group was able to travel to Toronto to visit their twin group—Peel Youth Village (PYV)—based in Mississauga, Ontario. In turn, PEI ANC ISS Program hosted the fifteen PYV youth and their two chaperones here in Charlottetown. Once again, this exchange proved to be an amazing experience for the ISS students as they developed independence, interpersonal, communication, organizational, and leadership skills.

Sports

The ISS program continues to promote newcomer inclusion by way of social interaction, physical activity, and sports. The program continued to help children and youth to participate in physical activities by accessing funding from Kidsport PEI, Canadian Tire Jumpstart Program, Hockey PEI, and General Mills: *Champions for Healthy Kids Program*. The total number of applicants that fall under the funding guidelines now lies at approximately 110 clients. About 75% of these clients have actually received funding.



PEI ANC Staff - Immigrant Student Services Team (clockwise):
Heather Lea-Desai
Brad Murray
Brianne Peters
Rocío MacCallum (Coordinator)
Nicole Cuiying Li
Cindy Breau



Heather Lea-Desai with the *Girls Inc. Program* participants

In the previous year, the ISS team received a donation of brand new sport equipment from Sport Chek: *Power of Sport 4 Kids Program* valued at more than \$50,000. This equipment is part of the ISS inventory for the Equipment Sharing program. A total of about 70 clients have participated in the program, some accessing it more than once.

The ISS team sincerely appreciates the support that local organizations such as the Murphy's Community Centre, Hockey PEI, and PEI Soccer give to newcomer youth to participate in sports by accommodating their needs via schedules, facilities, fees, and equipment.

Summer Program

The 2012 PEI ANC ISS Summer Program took place in the large space/gym at the Trinity United Church Hall on Richmond Street in Charlottetown. The gym proved to be a wonderful location for the summer program with plenty of room for storage, games, a full kitchen, and enough bathrooms.

The successful program consisted of two groups: Kindergarten to Grade 3, and Grade 4 to Grade 6. The students followed a daily routine of silent reading, reading aloud, education lesson plans, projects, crafts, sports and educational and fun outings.

Clients in Grades 7 to 12 were offered a three-day overnight camping trip where the focus was on learning about the environment.

Girls' Group

The *Girls Inc. Program* was facilitated for the second time this year to a group of twenty immigrant and refugee girls aged 13-19 years old. It was a successful program developed and implemented to create a support network among female immigrant students and to address their diverse and complex needs. The themes included: Self-Esteem, Healthy Bodies, Nutrition, Bullying, Friendship Making, Dating, Sexuality, Family Dynamics, Careers and University, and Drugs and Alcohol. Cultural differences and experiences were respected and discussed alongside each of the topics. There was an overnight-trip to Moncton to reward attendance and as a valuable part of the overall experience.

BroZone

BroZone, a group for newcomer males age 12 to 17, was designed and facilitated for the first-time this year by Immigrant Student Services (ISS). Multicultural Education Program's Greg Anderson was an assistant. The topics were based on trends observed by ISS staff over the past couple of years that were deemed most important to discuss with male youth. The primary goals of *BroZone* were to foster a healthy support network among immigrant male youth and PEIANC Staff, teach valuable life skills, and to create an environment where the participants could address any personal issues they wanted to. Members of the ISS team attended professional development workshops relevant to the delivery of the material.



BroZone participants get a skateboarding lesson



Family Counsellor

With the numbers of newcomers remaining on PEI, there is an increasing need for counselling support for newcomer youth and their families. PEI ANC ran a Pilot Program from Feb-April with a new staff person, Etta Esler, that focused on background work, research, and networking in this area. ISS is advocating that the results from the Pilot Program be used to establish a full-time Family Counsellor position within ISS to provide support to immigrant youth and their families, many of whom are experiencing significant challenges adapting to Canadian life, laws, parenting norms, and social expectations.

The ISS Team appreciates the support of funders, partnering community organizations, and the public in general which support us in providing these important services to our newcomer clients. Other services we offer include: Parent-Teacher Interview support with scheduling of interpreters, March Break Camp, youth engagement in community sponsored events, social events for junior high and high school students, and referrals to community support organizations.

Employment Assistance Services

*Amy MacLean (Coordinator), Lisa Chaisson,
Melissa MacDonald, Dandan Wang, Adam Doucette*

The Employment Assistance Service experienced a successful and busy year. We worked diligently at meeting our funding goals as well as developing some new priorities for this year and the year to come. These priorities include creating a job search workshop to deliver to our clients who have lower levels of English. Over 50% of our clientele have low English levels and need support and coaching on finding work and maintaining it in order to stay on PEI. Other priorities include: an increase in employer relations; job development and maintenance; more emphasis on career counseling for our youth clientele in addressing the transition from high school to employment or post-secondary; an increased follow-up with current clients; and a regular presence in Holland College and Study Abroad English classrooms to promote EAS and deliver our employment workshops.

Our Self-Employment Pilot Program ended in August of 2012 on a very successful note. Through this program, our self-employment counselor, Adam Doucette, met with 87 newcom-

ers who were interested in finding out more on investing, starting their own business, or purchasing one. We are happy to report that 23 new businesses were started on the Island with 27 clients becoming self-employed. It is also significant to mention that these businesses also created many job opportunities and employed over 130 people on PEI.

The Employment Assistance Service offered our standard Newcomer Employability Workshop Series (NEWS) in November 2011 and in April 2012. These workshops focus on job search and working in Canada. We facilitated numerous workshops for Holland College and Study Abroad including communication and networking, interview preparation, and resume and cover letters. Working with the Immigrant Student Services program at the PEI ANC, we continue to expand our workshops to students and youth to deliver Youth Job Search Workshops to groups from area schools. In the coming year, we are planning to expand workshop delivery to youth and offer a workshop geared toward Grade 12 students and the transition from high school to post-secondary education.

Client Contacts

During this period of reporting for 2011/2012, there were 512 needs assessments and 757 clients being case-managed. There were 231 clients employed in either full-time or part-time employment and 23 clients became self-employed. There were 193 clients whom we assisted to enter into an education or training program last year, and 45 clients who obtained volunteer placements. We find the number of clients who are interested in volunteering has increased. We present volunteering as a good way for people to stay in English school full-time while still participating in the community, gaining Canadian experience, practicing their English, and meeting new people. There were six clients who completed unpaid work placements. We facilitated workshops for 135 clients this year. We covered the topics of job search, resumes, interview skills, and Canadian workplace culture. These workshops were conducted in-office and also at Holland College and Study Abroad Canada language schools.

Highlights and Activities

Throughout the year the EAS team took part in a number of different events and professional development opportunities. Some staff members were able to take part in the Resume and Job Search Coach workshop through Winnipeg



PEI ANC Staff - Employment Team (clockwise, from top left):
Melanie Bailey (IEHP)
Melissa MacDonald (EAS)
Dandan Wang (EAS)
Belinda Woods (IEHP)
Carrie MacLean (IEHP)
Amy MacLean (Coordinator)
Lisa Chaisson (EAS)

Transitions. We were also able to take part and present in the ITAP HR Forum to promote our services. Through this event we were also able to connect with a local IT employer and organize a “meet and greet” for some of our clients with IT backgrounds. The employer reviewed their resumes, made suggestions, and also gave a tour of their facility. This was a wonderful networking event for our clients. EAS also presented at the Foreign Qualifications Recognition Seminar to promote our services and learn more about this important topic for our clients.

In August we hosted our second annual Moore’s Suit Drive event where we were able to donate a gently used suit to over twenty-five of our refugee men to help better prepare them for their job search. To see the smiles on the faces of our clients at this event was most heartwarming. Most recently EAS was approached by ISIS in Halifax, to partner with them to deliver a Women’s Entrepreneur Program to twelve clients of the ANC. This is a wonderful opportunity for us to continue to support our clients in their self-employment endeavors with the absence of our Self-Employment Program. We also took part in a number of local networking events and meetings throughout the year, such as monthly Charlottetown Chamber of Commerce Business Networking Mixers, the Biz-2-Biz Expo, and EAS Queen’s Quarterly meetings. The whole EAS team looks forward to the year ahead, helping our clients find employment, and helping to improve retention and the economy of PEI.

Internationally Educated Health Professionals Project (IEHP)

Melanie Bailey (Supervisor), Carrie MacLean, Belinda Woods, Mandy Li

After six years of providing support to Internationally Educated Health Professionals (IEHPs) we’ve had the joy of seeing a number of clients reach their long term goals—completing educational requirements, gaining licensure, succeeding in the workplace, and establishing themselves in PEI. A number of IEHPs that we’ve worked with are filling shortages in the PEI healthcare system and proving to be exemplary employees.

This year, the PEI ANC IEHP Program has moved into a new funding agreement with Health Canada that has created a number of changes in our work. We are now providing community-level leadership through integration and retention projects across PEI. The goal is to increase the integration and retention of employed health professionals through community-based services, new tools, and events. We are currently in year-two in Prince County, year-one in Kings County, and have begun preparing for West Prince.



IEHP Program Overview:

- 169 IEHP clients
- 133 of these clients are in Queens County; 36 are in outreach communities
- 18 events and meetings in support of IEHPs
- Community level support provided for IEHPs in Prince, Queens, and Kings County
- Maintained tools from the toolkit in Prince County and produced similar tools in Kings County to promote better integration and retention of IEHPs
- Office space is sponsored by a partner in the region in both outreach communities (Prince County and Kings County)
- 70 non-IEHP newcomer families needing settlement services were identified in outreach communities during the course of our work

Date	Event	Location	*	Description
Sep - Oct 2011	Focus Group and Planning Sessions	Various locations in Kings County	50	Preparing and planning for the Kings County Project
9 Sep 2011	Apple Orchard Event	Arlington Orchards	45	Community Event
6 Nov 2011	Cultural Potluck	Eptek Art & Cultural Centre	15	Community Event
9 Nov 2011	Project Launch, Kings	Matthew & MacLean Building	65	Initiating the Kings Project
4 Dec 2011	Christmas in Canada	Wilmot Community Centre	103	Community Event
Dec 2011- Aug 2012	RICH meeting: Kings	Various locations in Kings County	16	RICH Committee in Kings was established and met monthly
20 Dec 2011	Summerside Storm, Basketball Game	CUP, Summerside	15	Community Event
29 Jan 2012	Bowling Night	CUP, Summerside	31	Community Event
20 Feb 2012	Islander Day Event	CUP, Summerside	350	Community Event
20 Feb 2012	Islander Day Event	Souris	280	Community Event
9 Apr 2012	Radio Interview, CBC	Summerside City Hall	5	Interview to discuss IEHP/newcomer support in Summerside
5 May 2012	Cultural Potluck	Wilmot Community Centre, Summerside	45	Cultural potluck, presentations
May - Sep 2012	RICH Meeting: Prince	Various locations in Prince County	18	Quarterly committee meetings
20 May 2012	Newcomer's Breakfast	Montague	21	Welcome breakfast
May - July 2012	Physician Orientation and Welcome Reception	Summerside City Hall	25	Welcome reception and orientation for three new physicians
1 Jun 2012	West Prince Workshop and Networking	Mill River Resort, O'Leary	13	West Prince Networking
9 Jun 2012	Tennis Day	Credit Union Place, Summerside	52	Tennis Day and BBQ for IEHPs and Community
23 Jun 2012	Montague Days Festival	Montague Marina	200	Partnered with Town of Montague
Aug 5 and 25 2012	Souris Music in the Park	Souris	60	Partnered with Town of Souris for two events

Table 2: Events organized by the IEHP program (September 2011 - August 2012)

[* number of attendees]



Prince County Project

Belinda Woods, Melanie Bailey

Belinda Woods is the full-time PEI ANC employee in Summerside funded through Health Canada and Citizenship and Immigration. A strong client base continues to grow and the corresponding community-based integration and retention project has matured into seamless newcomer services out of PEI ANC's office at Summerside City Hall. We have received much in-kind support and assistance from both City of Summerside staff and community leaders. Our work in this region involves client intake and support, IEHP and Settlement services, consultation and referrals, welcome receptions, orientations, and a number of community events.

Kings County Project

Carrie MacLean, Mandy Li

The Kings County project was initiated after extensive consultation, a number of focus groups, and a formal project launch at the end of 2011. In April 2012, an office was provided



Carry MacLean (foreground) at the RICH committee meeting, Kings County

through in-kind support from Active Communities in Montague, and a contractor is now working out of this office three days each week through funding from Health Canada. From April – August 2012, the IEHP project and the RICH Committee have developed a number of new tools and services to support IEHPs and newcomers (as outlined in the section below 'tools').

Tools developed in Prince County that have been adopted in Kings County:

- *A Navigator* (Integration and Retention Officer)
- RICH (Retention and Integration Committee for Health) Community based committee to lead the work of integrating and retaining newcomers
- A "welcome corner" in the Library
- Workplace, community, and school-based mentorship guides
- Orientation program for IEHPs—developed into a *Welcome Reception and Orientation*
- Community-specific welcome packages that include a message from the Mayor
- Community-specific brochures
- Established and documented volunteer network
- Diversity training in schools and workplaces—through the PEI ANC MEP Program
- Adopt a new resident program—a new initiative

Community Connections Program

Marilene Ureña (Supervisor), Joe Byrne

The Community Connections Program (CCP) continues to foster active and meaningful connections between newcomers and the community by offering a wide variety of volunteer-based services to our clients, while also providing volunteer opportunities for established Islanders. During this reporting period, CCP had consistent levels of involvement in both volunteers registered, and clients served. Every newcomer client has the opportunity to register for a CCP match and social events. Program delivery continues to be very consistent. Marilene Ureña is the Community Connections Supervisor responsible for the Community Inclusion Program and the Holiday Host Program, in addition to administration and supervision. Joe Byrne coordinates the EAL Volunteer Tutoring Program.



Two hundred and ninety-four (294) newcomers were added to the list to receive volunteer services during this period. Demand continues to be high for EAL tutor volunteers while the waiting list for Community Inclusion volunteers remained stable through the year. The EAL tutoring program continues to be a popular volunteer opportunity, running three in-class training sessions through the year. The option for on-line training is getting used as well and has allowed a number of volunteers to engage in the EAL program in less than two weeks. A yearly EAL Tutor Forum is offered to strengthen volunteers' teaching skills.

This past year a new Community Connections Volunteer Spreadsheet was developed with the assistance of Canada World Youth volunteers. The new file contains all CIP, EAL and Holiday Host volunteers active over the past three years. File development was done in a format that will allow for database development similar to that of the newcomer database. Thanks to Louis and Febi and Canada World Youth for their work on this project.

Community Connections Program Events

Seven CCP Events were held over this twelve-month period. These events involved 50-100+ newcomers and volunteers and were coordinated with community partners. They are the primary way we bring large groups of newcomers, volunteers, and the community together. This year's events included:

- Discover PEI Cultural Heritage—visit to Orwell Corner Historic Village: September 2011 in collaboration with the PEI Museum and Heritage Foundation
- Coffee Connecting Cultures: November 2011 in collaboration with Timothy's World Coffee
- Jack Frost Winterfest: January 2012 in collaboration with the City of Charlottetown
- Mah-Jong Tournament: January 2012
- Volunteer Appreciation Night: May 2012 Arabian Nights
- Family Tennis Day at the Victoria Park Tennis Club: May 2012 in collaboration with Tennis PEI
- Excursion to Basin Head Fisheries Museum and Beach Day: July 2012 in collaboration with the PEI Museum and Heritage Foundation

Statistical Review of Volunteers and Matches

From September 1, 2011 to August 31, 2012 a total of (160) volunteers were active in the Community Connections Program. The breakdown is as follows:

- 25 Community Inclusion Program (CIP) Volunteers
- 125 English-as-an-Additional-Language (EAL) Volunteer Tutors
- 10 Holiday Host Volunteers

Clients

- 166 newcomers were added to those waiting to be matched
 - 33 in Community Inclusion
 - 128 in EAL Tutoring
- 172 clients currently on the waiting list
 - 35 in Community Inclusion
 - 122 in EAL Tutoring
- 122 clients were matched
 - 34 in Community Inclusion
 - 88 in EAL Tutoring

Volunteers

- 117 volunteers are currently providing program support
 - 38 for Community Inclusion
 - 79 for EAL Tutoring

Community Connections Program Promotion

CCP Programs and events were promoted through media support from CBC TV/Radio, K-Rock and Ocean Radio, the Buzz entertainment guide, and The Guardian newspaper. The CCP quarterly newsletter, The Connector, is sent out to all clients and made available at PEI ANC. A rack card illustrating the benefits of both the EAL Tutor Program and the Community Inclusion Program was created and is distributed in various community places in Charlottetown and Summerside, as well as at PEI ANC.



CCP Summer Event:
Newcomers explore the Basin
Head Fisheries Museum

Information booths and displays were set up at the Stratford Community Expo, UPEI Community Connector Fair, PEI Teachers Federation-Convention, Holland College Fall Volunteer Expo, Seniors Citizen's General Meeting, Baraka, and the Summerside RICH Committee.

Programs and Partnerships

The English-as-an-Additional-Language (EAL) Volunteer Tutoring Program, in partnership with the Confederation Centre Public Library, continues to be a leader for volunteer-based EAL Tutoring Programs in Atlantic Canada. Four in-class EAL Tutor Training Sessions were offered this year and on-line training was available. Together forty-two volunteers received this training and clients have benefited from the commitment and dedication of these EAL volunteers and our repeat volunteers from previous years.

Regular English Conversation Circles continue to be offered to newcomers with a wide range of English speaking ability. This year eighteen newcomers were involved in these circles.

The EAL Meeting Space, located in the Confederation Centre Public Library, is a hub of multiculturalism in downtown Charlottetown. The space is used to host EAL training and orientation sessions and teaching space for volunteers. Use continues to increase, print resources are constantly expanding, and language learning software Rosetta Stone is being consistently used on the available computers.

The Holiday Host Program was a popular activity for clients and new volunteers once again. Ten Host and immigrant families enjoyed dinner together over the holidays. This is a great opportunity for first time volunteers to become involved in volunteering with CCP.

The connection developed with Timothy's World Coffee continues to increase the profile of the Community Inclusion Program, and to help recruit new CIP volunteers. Timothy's provides free coffee/tea to new matches for six months. Coffee Connecting Cultures is promotional event organized in the fall each year to generate new matches.

Several of our partners from past years continue to provide programming support including: Parks Canada, the Confederation Centre Public Library, and the PEI Museum and Heritage Foundation. CCP also continues to receive support from some of the local business community including Trius Tours, Confederation Court Mall, Confederation Centre of the Arts, Tennis PEI, Timothy's World Coffee, the PEI Senior's Federation, Senior's Active Living Centre, WUSC-UPEI, the Atlantic Council for International Cooperation, Islanders By Choice Alliance, and the Murphy Community Centre. New connections were made with Tourism Charlottetown and the Faculty of Education of UPEI. The work the CCP Program does to help newcomers integrate would not be possible without these partners.



Multicultural Education Program

Lisa Dollar (Supervisor), Greg Anderson

The Multicultural Education Program has been expanding its reach across the province, in terms of both the types of participants, and the locations served. During the period of September 2011 to August 2012, the two MEP workers delivered 270 inclusion and anti-discrimination presentations and workshops to an audience of more than 6,000 people.

Awareness of the Multicultural Education Program is spreading – mainly through word of mouth – and therefore, requests for presentations have escalated. MEP has experienced a significant increase in demand particularly from government, community and business organizations, and post-secondary institutions. MEP has also identified a need from the newcomer community for information on Canadian culture and social norms. Subsequently, during this reporting period, MEP was able to visit over fifty percent of the LINC classes to share this information with newcomers.

MEP delivered 193 presentations to students within the K-12 school system: 116 of which were in the Greater Charlottetown Area, 42 in Eastern PEI, and 35 in Western PEI. MEP's presence continues in rural schools as well. MEP would like to have a presence in every school in the province, but cannot do much more than maintain current numbers with two staff. However, with the commitment of funders to multicultural education, MEP's school presentations and message of multiculturalism, inclusion, and anti-discrimination was imparted to over 4000 students – over 20% of the K-12 student population on Prince Edward Island!

Partnerships

MEP is partnering with the PEI Health Sector Council, which has developed a program, the Responsive Leadership for a Diverse Workforce, for frontline managers, supervisors, and coordinators within the health care sector of PEI. Through this

Responsive Leadership Program, MEP is facilitating training on improving cross-cultural communication, anti-discrimination, and promoting inclusive workplaces for Internationally Educated Health Professionals. MEP has developed its portion of the program during the past year and will be rolling out the pilot in September 2012.

The Multicultural Education Program workers also make up two of the six members of the PEI ANC's Community Outreach Team (COT). Through the events that we organize within COT, both newcomers and established Islanders are provided social and learning opportunities to engage cross-culturally, thus meeting more of MEP's program goals.

Program Development

In the spring, MEP hosted the Centre for Race and Culture, who facilitated a multi-faceted anti-racism training course. MEP recruited participants to register for this training, representing various agencies including justice, education, health, local government, settlement, and francophone associations. Through the training, participants examined the cause of racial inequities in systems, the community impacts, and proactive solutions for creating equitable workplaces and communities. MEP is using this training to strengthen its presentations and workshops with organizations and individuals by sharing the tools, knowledge, and resources it has acquired.



MEP Team with Sherwood Elementary School students who participated in the Mock Refugee Camp event on Refugee Rights Day



We continue to modify our presentations with current, sector-relevant material, so that our offerings are engaging and meaningful for participants. It is encouraging and heartening that the demand for MEP services continues to grow. It signifies a willingness on the part of the established Island community to learn more about newcomers, and respectful, culturally appropriate ways to communicate and act. Education is a positive step towards developing welcoming, inclusive and equitable communities throughout Prince Edward Island.

Community Outreach Team

Community Outreach seeks to connect newcomers with established Islanders. To this end we organize events and partner with other community organizations and municipalities. We develop and initiate programming for newcomers and islanders to build bridges and create opportunities for friendship and sharing. The Community Outreach Team, or individual members of it, took the lead in organizing the following events during this reporting period:

- 2011-12 Annual General Meeting
- 2011 Christmas Open Air Open House
- Ma Jiang Tournament and Learning Day
- International Day for Elimination of Racial Discrimination

- Community Connections Program Volunteer Appreciation Night
- Refugee Rights Day—Mock Refugee Camp at Coady Banks Arena
- Global Jams throughout the year
- Community Connections Program seasonal events
- Community Inclusion Program high-profile volunteer recruitment event
- Parks Canada—Learn-to-Camp weekend
- Iranian Spring—A celebration of Iranian Culture and Poetry
- Immigrant Women’s Support Group coordination
- Seniors programming—Seniors’ Social Education Program and Seniors Connecting Across Cultures
- 2012 DiverseCity multicultural street festival

The Community Outreach Team members also lent support to the following events or projects: Baraka Festival, Networking Breakfast for Youth, Asian Heritage Dinners & Concerts, One Voice Many Faces Family Event (for Asian Heritage Month), Colombian Independence Day, Newcomer art exhibit at the Guild, the Queen Square Farmers’ Markets at Murphy’s Community Centre, World Refugee Day film with Cinema Politica, the Murphy’s Community Centre Newcomer Garden, and recently the AIRS Newcomers’ International Choir.



PEI ANC Staff - Community Outreach Team (clockwise from the left):
Nancy Clement
Yvette Doucette
Joe Byrne
Greg Anderson
Lisa Dollar
Marilenne Ureña



In the spring of 2012, two members of the Community Outreach Team worked with eight immigrant students to develop anti-racism videos. With the assistance of two filmmakers, Perry Williams and Jan Rudd, the students were taught the basic steps required to make their own video. They put what they learned into practice, filming at locations around Charlottetown, with extra local youth as volunteer actors. Each of the eight students completed an anti-racism video and learned about scriptwriting, camera work, directing, and editing. The videos were showcased at a public screening during PEI ANC's event to mark the International Day for the Elimination of Racial Discrimination. These videos continue to provide education to Islanders through their online presence on YouTube and Facebook, as well as within the presentations delivered by our Multicultural Education Program.

DiverseCity, our annual street festival, enjoyed sunshine for the 6th year in a row (no jinx)! Once again the numbers of attendees increased from an estimated 3000 in 2010, and 4500 in 2011, to an estimated 6000 plus for 2012. The feedback from all sides was glowing. The Community Outreach Team and other PEIANC staff, the volunteers (most of them Newcomers themselves) the performers, food vendors, and activity leaders all combined their efforts and talents to make this a huge success!



Craig Mackie, PEI ANC Executive Director, takes part in Tai-Chi demonstration at DiverseCity 2012

Another major project this year was the Refugee Rights Day experiential learning module that COT designed and delivered to Sherwood School. During three half-days, Coady Banks Arena was transformed into 'Coady Banks Refugee Camp'. The students were walked through some of the challenges and experiences that refugees can encounter coming to and arriving in a refugee camp in a safe country. The students engaged in role-playing, listened to first-hand expe-



Chinese Canadian Association of Prince Edward Island showcased a traditional lion dance at DiverseCity 2012

riences of a refugee who now lives in PEI, watched a video featuring children's experiences as refugees, and did in-class prep and follow-up with their teachers. The Community Outreach team, with assistance from the PEI ANC Resettlement Assistance Program worker, Melissa Coffin, and two of her refugee clients, delivered this module to Grades 4-6 at Sherwood Elementary. The project was extremely well-received and the teachers involved spread the word to their colleagues across PEI. We immediately received requests from other schools and teachers of other grade-levels to participate. We hope to offer this program to more schools in the coming year.

The Community Outreach Team has been working towards a number of long-term integration goals, one of which is to see more diverse representation on Boards of Directors of NGOs across PEI. We are pleased to announce that Bing Yiao has been asked to sit on the CulturePEI Board of Directors; she originally met the personnel of CulturePEI through 'Cultures Connecting through Cultures'—a PEIANC / CulturePEI partnered event. Yi Nan Chen now sits on the Community Legal Information Association's Board and we have also recruited a newcomer for the steering committee of the PEI Public Transit Coalition.

COT is working on a Seniors Program through funding by the



Government of Canada's New Horizons for Seniors program. PEI ANC, the Seniors Active Living Centre, and the Murphy's Community Centre have partnered to promote the social inclusion of immigrant and established Island seniors through the Seniors Connecting Across Cultures project. It started on August 1, 2012 and has an end date of July 31, 2013. It consists of a series of eight hands-on workshops of eight sessions, providing the opportunity for newcomer seniors and established Islanders, aged 50 and older, to spend social time together, learn a skill or hobby, exchange cultural knowledge, and make connections. Taking into consideration potential language barriers, these free workshops are designed around demonstration and action—learning a skill or hobby—so that newcomers can participate in activities regardless of their current level of English. Some workshops have a participant limit, but there is no special equipment or experience necessary and all sessions are free.

COT is also working on expanding the intake process at PEI ANC to deliver a better picture of who our newcomers are and what their social needs and interests might be. Next to language and employment, social connections are a key part of retention of newcomers. This social interest intake will include personal interests, affiliations, and hobbies of newcomer family members. COT will follow-up with new clients to help link newcomers into existing Island sports, arts, groups,

programs, and organisations with the goal of improving long-term integration and retention.

Communications

Yvette Doucette, Information Officer

The past reporting period has been a very busy and exciting time for communications at PEI ANC.

Committees and Leadership

I was a member of the New Facility Committee (to find options for implementing results directed by last year's consultant's report on a new space for PEI ANC), the Cultures Connecting Through Culture event committee; and was part of the lead team (including the Executive Director and Finance Manager) that put together the CIC three-year application for funding for PEI ANC.

Information took the lead on the following projects in this reporting period: 2011 Annual General Meeting; the Immigrant Student Anti-Racism Video Project; Iranian Spring; the development plan for the new PEI ANC logo, branding, and collateral documents; and the Seniors Connecting Across Cultures project and funding application.



Yvette Doucette (first from the right, first row) and MEP's Lisa Dollar (first from the right, second row) on stage with Student Anti-Racism Video Project participants



Community Outreach

As Information Officer I am a member of the Community Outreach Team that is responsible for planning most PEI ANC events and building community relationships with our partners. Apart from those handled by the Executive Director (ED), communications manages all public relations for the Association including Community Outreach Team events such as the AGM, the Christmas Open House, Mah-Jong Tournament and Learning Day, Refugee Rights Day, all Community Connection events, the International Day for the Elimination of Racial Discrimination, DiverseCity, and many more. Along with the team, I help to strategize and plan all elements of each COT event. All publications, posters, brochures, banners, advertising, etc. go through communications. This includes organizing all press, publicity, television and radio appearances, advertising, and scripts for ads. This past year I also created a new sponsorship package for DiverseCity to encourage local businesses to contribute to the largest multicultural street festival on PEI.

Partnerships

Strategic partnerships I have initiated or supported that are critical to PEI ANC's success and to newcomers' integration are: Murphy's Community Centre, City of Charlottetown, Parks Canada, Culture PEI, and The PEI Museum and Heritage Foundation. Through these partnerships, communications and community outreach have helped PEI ANC to leverage more employment, leisure, and integration opportunities for newcomers and their families, while raising PEI ANC and newcomers' profiles.

PEI ANC Website and Online Guide for Newcomers

The PEI ANC website has become a key component of both outreach and providing critical information for newcomers. It is a valuable tool in terms of recruitment of immigrants, settlement, and on-going integration. We know that when people are searching online in other languages for information about Canada, the PEI ANC website is one of the first to appear, giving the Island a profile to potential immigrants that was not previously there. An argument could be made that the website saves the Province time and money in recruitment, translation, interpretation, and settlement costs,



Volunteer Juffah Tamula teaching African Bao game at DiverseCity 2012

especially when you take into consideration the wealth of information offered in the online *Guide for Newcomers to PEI, Canada*.

We believe that only about 70-80% of newcomers who arrive on PEI register with the PEI ANC. This year I worked closely with IEHP Supervisor, Melanie Bailey, on the creation of a simple "Guide Card Campaign" where displays of our Guide Card business cards for newcomers are placed in public places such as pharmacies, libraries, and grocery stores across PEI. These Guide Cards are in each of the seven languages that appear on our website, and they direct newcomers to our Online Guide for Newcomers to PEI, Canada. The Guide is the "go to" source for newcomers for all information, links, and resources they might need in PEI and Canada. The Guide Card displays across PEI serve two purposes: providing more newcomers with awareness of the online Guide, PEI ANC and our programs and services; and having established Islanders made more aware of PEI ANC, and ultimately the value of immigration and diversity.



The online Guide for Newcomers to Prince Edward Island, Canada is arguably the most comprehensive tool for providing to newcomers, in their language, information about: Important Canadian Documents; Money and Finances; Housing; Food; Shopping; Transportation; Communication; Health; Information for Parents; Adult Education; Employment; Law and Order; Culture and Social Life; and Canadian Citizenship. Having information available in English, French, Mandarin, Korean, Arabic, Spanish, and now Persian, greatly assists in answering settlement questions in our clients' first language. Time spent online by newcomers (and the statistics are compelling) enables newcomers to be proactive and engaged in learning the many aspects of life in Canada needed to be successful. So while there are associated costs to maintaining the website, there are tangible and intangible benefits and cost savings.

Goals for 2013

My goals include: setting up PEI ANC as a "Content Provider" for companies who use ScreenScape; working with members of the media to increase profile of newcomers and the PEI ANC; and post more information on our Facebook site, individual Facebook events, and our YouTube channel.

Part of my work involves applying for funding, such as the \$24,900.00 grant from the Government of Canada's New Horizons for Seniors Program for the *Seniors Connecting Across Cultures* Program. I would like to raise more money through grants and sponsorship for DiverseCity festival. Together with the Executive Director I also negotiate partnership agreements such as the Memorandum of Understanding (MOU) signed with Parks Canada this year.

More of this type of work is in the forecast for 2012-2013 and I look forward to working with community partners and for newcomers in the year ahead.



bringing people and communities together

PEI ANC settlement programs help newcomers:

- Access interpretation and translation services
- Apply for and obtain essential Canadian documents
- Find housing
- Enroll in language training
- Enroll children in school or kindergarten
- Access health services and government programs
- Access other services based on individual needs
- Learn life skills necessary for living in Canada
- Improve employment skills and overcome barriers
- Access qualification recognition programs and services
- Identify career and education opportunities
- Find and retain employment
- Network and socialize with established Canadians and other newcomers

All of these settlement services are available in French.

We offer custom multicultural education training to organizations, companies, or schools on a variety of topics, including: cultural sensitivity, competency, and diversity; and recognizing and eliminating prejudice and discrimination.

NEWCOMERS TO CANADA

www.peianc.com

As part of the new logo implementation and branding for the Association, we have developed several informational pamphlets this year



Contact Information

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NOTE: Some names and staff positions on this contact list may not match those in the Report content. The list reflects current staff and positions in October 2012 .

Board of Directors

Myra Thorkelson, President
Joe Zhang, Vice President
Jim Hornby, Secretary
Julius Patkai, Treasurer

Jolene Chan
Laura Lee Howard
Michele Dorsey
Peter (Wonchul) Lee
Sarath Chandrasakere, Ph.D
Shawn Murphy

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