

PEI ASSOCIATION FOR
NEWCOMERS
TO CANADA



ASSOCIATION POUR
NOUVEAUX ARRIVANTS
AU CANADA DE L'Î-P-É

*Celebrating 20 years of bringing
people and communities together*



2012/2013 Annual Report

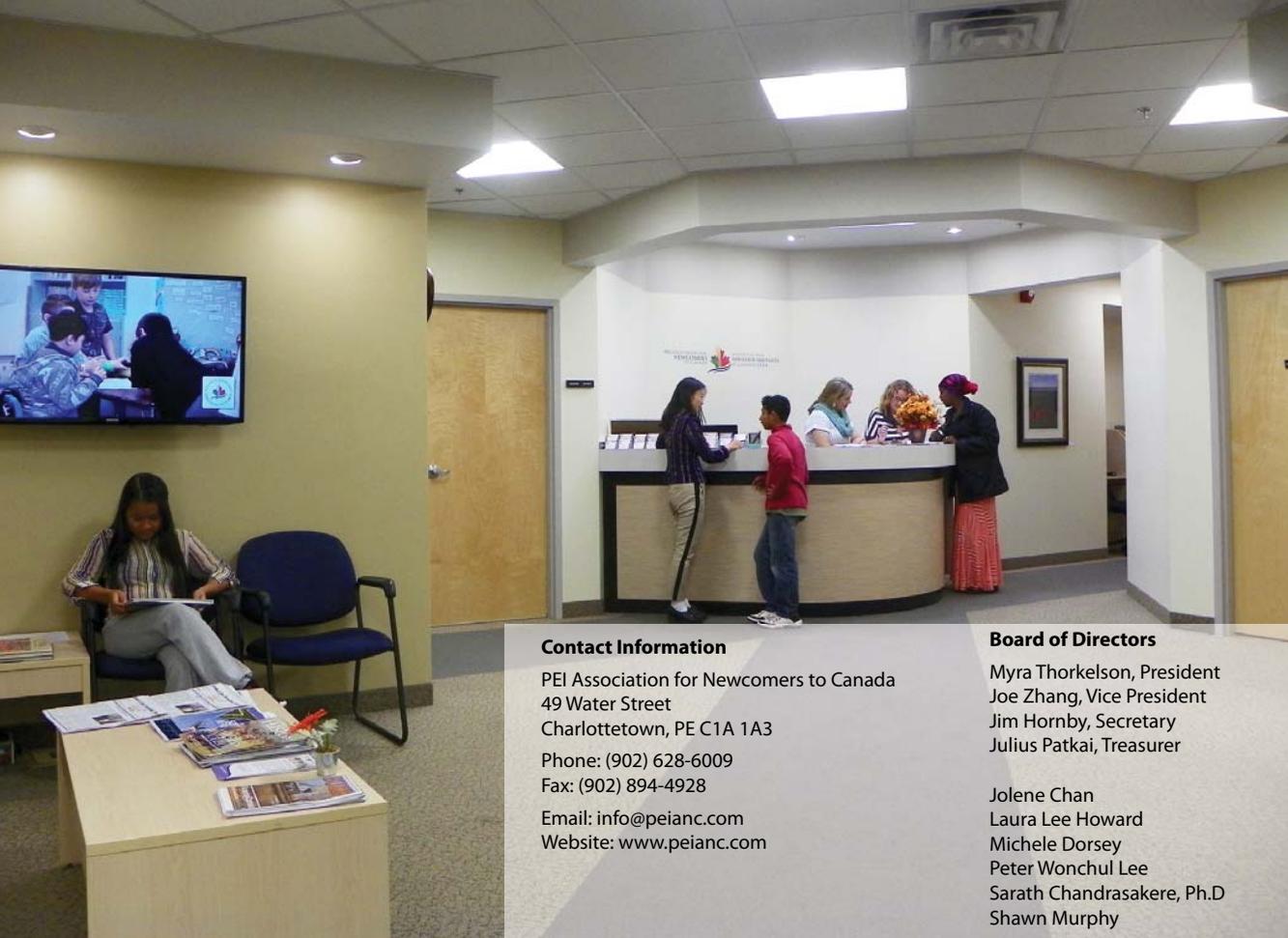
President's Message



I am very pleased to acknowledge that over the past few years the Board of Directors has seen the realization of several of the goals of our current strategic plan. As of spring 2013 we have a new, visible, and accessible home for PEI ANC on Water Street, and prior to that with community help we established a Resettlement Assistance Program (RAP) apartment that serves as a temporary shelter for refugees and also simultaneously a Canadian life skills classroom. We have also introduced organizational changes that help staff deliver settlement services more effectively to clients, and PEI ANC is respected in the community as a leader in having a positive impact on retention and building welcoming communities – very important as our population ages and out-migrates at a faster rate than can be recovered by birth rates. The Board's strategic plan is due for a re-vamp in the near future, as so many of our objectives have been achieved. A strong plan supports our vision and aids in our work with provincial and federal partners.

However, all of this has only been achieved because our committed and competent staff are part of a service agency second-to-none. As is reflected in this report, they can be proud of the positive impact they have on the daily lives of newcomers. On behalf of the PEI ANC Board, I want to say thank you to the people of PEI, our partners, funders, staff and directors, and to all of our volunteers for your dedication and commitment to creating a diverse, welcoming community where everyone can contribute. I also personally thank the Board of Directors for their commitment to the PEI ANC, their support, and for their vision and leadership over the past year.

Myra Thorkelson, President



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Executive Director's Report



2013 marks the 20th anniversary of the PEI Association for Newcomers to Canada. It has been a year of consolidation, celebration, and extension of programs and services at PEI ANC.

Two decades ago, we were a small agency primarily dedicated to assisting refugees settle in our province.

We have grown to meet the demand of thousands of immigrants, and in just the past three-and-a-half years we have helped nearly 5,000 newcomers from 100 countries make their new home on PEI.

With expansion the Association outgrew our offices. Our teams were spread over three floors in two different buildings in the Confederation Court Mall; space that was difficult to find and mostly inaccessible. The Board was committed to realizing a consolidated office space that was both accessible and visible. At the end of March 2013, with the support of Citizenship and Immigration Canada (CIC), the Province of PEI, and D.P. Murphy (our new landlord), we moved into the newly renovated Seaman's Building at 49 Water Street. To create a more welcoming space, we received visual art on loan from generous, talented, Island artists. Our official opening was on June 4th and you are most welcome to come and visit us anytime. (There is a video on our YouTube channel with highlights from the opening, along with many other videos.) Comments from clients, community partners, funders, and volunteers have been very positive.

This year, with funding from the Province, we were able to add Persian (Farsi) to our website. The Online Guide for Newcomers to Prince Edward Island is now available in seven languages. Overall usage has risen from about 4,000 unique visitors a month two years ago, to over 15,000. In

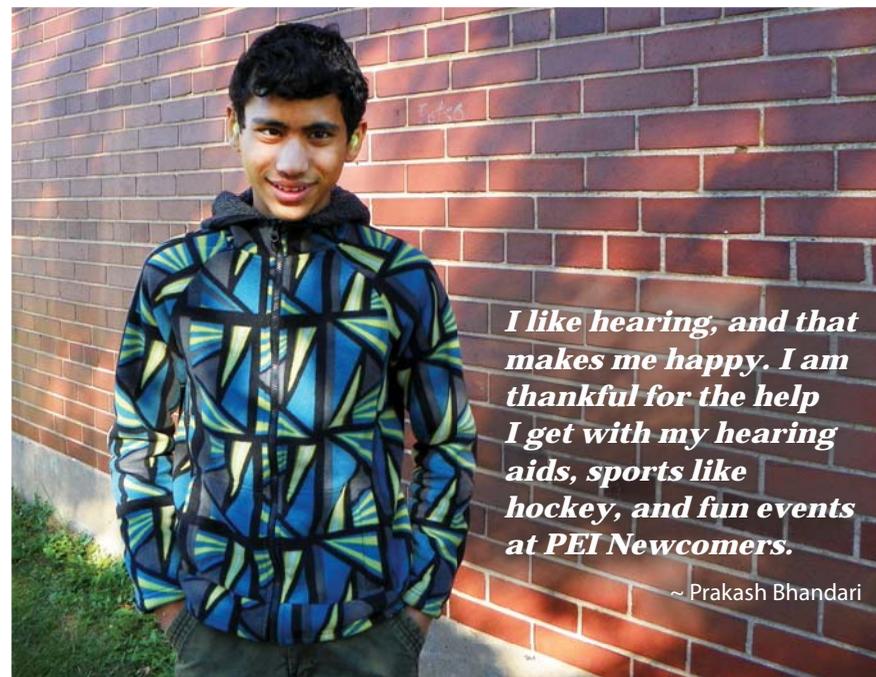
fact, on CIC's website, the Online Guide has been used as an example of 'best practices in settlement services'. Kudos go to our IT providers, Beti and Sasha Andric, and their company GoldNET Smart Technologies for its design and implementation.

With help from the Province through the Office of Settlement, Integration and Population, we now have a part-time Settlement Worker supporting temporary workers and international students. Thanks to support from Health Canada, through the Internationally Educated Health Professionals (IEHP) Initiative and CIC, we have a staff person in Summerside and Montague. Along with supporting newcomers in Prince and Kings Counties, both are working with municipalities and residents to build welcoming communities. All over the Island people are engaged in finding creative ways to help newcomers integrate.

I thank our community volunteers and partner organizations, my dedicated staff, and our volunteer Board of Directors. We will continue to do our part to 'bring people and communities together' across our increasingly multi-cultural Prince Edward Island.

Craig Mackie, Executive Director

Prakash Bhandari – A World With Sound



I like hearing, and that makes me happy. I am thankful for the help I get with my hearing aids, sports like hockey, and fun events at PEI Newcomers.

~ Prakash Bhandari

Prakash Bhandari, a Bhutanese refugee who was born in 1999, emigrated from Nepal in June 2011 together with his parents Prem and Devi Maya, and two sisters Hema and Tulashi as refugees.

Prakash was considered deaf from birth and was never able to produce words. His family created a sign language to communicate with him. Once in Charlottetown he was referred to an audiologist and the supports from school and community were engaged. He started wearing loaned hearing aids which made a big difference in his hear-

ing. With perseverance and liaison by Newcomer Settlement Services and Immigrant Student Services staff, with other agencies such as the APSEA (Atlantic Provinces Special Education Authority), Prakash was able to get new hearing aids at cost, and DSP (Disability Support Program) covered the cost of those aids.

His progress with hearing has been amazing. He has extensive support from the HEAR Department with the Department of Education, and has been able to connect with APSEA to attend a summer camp and short-term placements to support with "signing" training. Prakash is 14 now, and is a bright young man filled with enthusiasm for advancing his education, travel, and all the other things of interest to a young person his age.

Newcomer Settlement Services (NSS)

NSS workers assist new immigrants with settling and integrating into Canadian society. NSS workers provide assistance with orientation, translation, interpretation, access to services such as immunization programs and other medical services, and applying for government programs.

Khalid Lakhdari – Casablanca, Morocco to a Village in Rural PEI

Khalid Lakhdari is a Francophone Settlement client who registered with PEI ANC in the late spring of 2013. He is married to Grace Campbell and they have two children, Nadia and Nathan. Khalid, who lives in Cardigan, had been struggling to find work and to adapt to a rural area of PEI where primarily English is spoken. PEI ANC settlement staff rallied to engage him with opportunities. In six months Khalid's English language skills, outlook, confidence and pride, and job prospects have all improved—and he has his driver's license!



I came here because my wife, Grace, is Canadian. I don't feel strange here, I feel like I am with family and friends. PEI...it is like a small paradise in a big land. I was born in Casablanca, [which has] a big population... [it is] crowded, busy. When I flew to Canada a man on the plane said, "You will like it because when you put your head down, you sleep." He was right, it is quiet and peaceful. I love the people.

I speak French and Arabic as my first languages — I am now learning English. I am an artist, a composer, arranger, and producer of music. People here love different kinds of music, like country or folk music. Because of this, I am thinking to make a musical fusion, with country music and eastern/Arabic music.

Although PEI is a beautiful place, there are not many opportunities for employment. You have a good life here, it's stable, but the world of commerce is always in the process of development...when immigrants bring their credentials, their education, their artistic talents, they can help to improve the economy here.

PEI Association for Newcomers gave me help with my resume, my work search. They created a beautiful event... DiverseCity festival. They invited me to sing at their events and the festival. The festival is very important for immigrants...we make a beautiful contact with Islanders and each other. We eat together, dance, hear music, share cultures, talk, and have our families together. I met people like Juffah from West Africa at the festival. I never thought I would meet people from all over the world on PEI—the distance between Morocco and West Africa is big—but here we meet. PEI makes the world small and close.

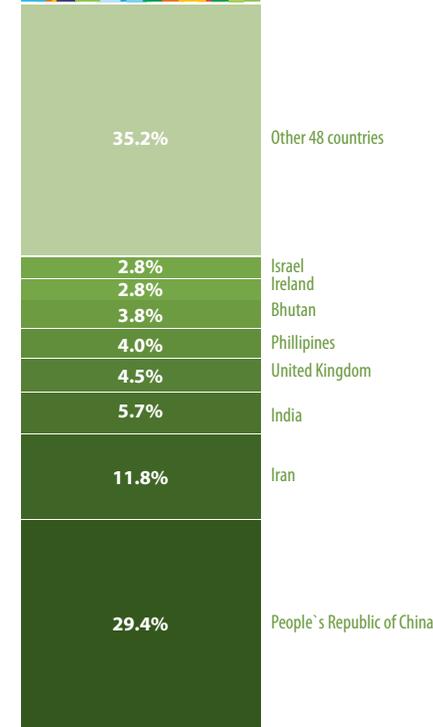
The best thing is now I have work. I do construction for the agricultural tanks and fix diesel engines. Amazing! I can walk to work in Cardigan! One last thing is, I have level 5 black belt in karate. I would like to share this with Islanders. Newcomers Association, art, and music...feeling warm with family—is home.

Intake and Referral Services

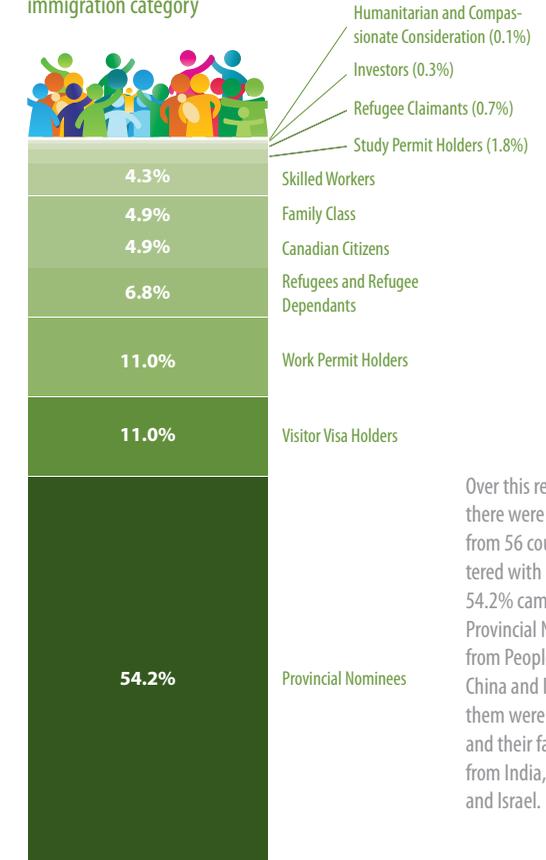
Before accessing PEI ANC's services, newcomers like Khalid, and others whose stories are told in this report, must register through PEI ANC Intake. Intake determines eligibility for PEI ANC programs, completes a needs assessment for each member of the family, and refers clients to other community programs.

Intake for the period from September 1, 2012 to August 31, 2013 – Total: 756 clients

Number of registered clients by country of origin



Number of registered clients by immigration category



Over this reporting period, there were 756 new clients from 56 countries who registered with PEI ANC. Of these, 54.2% came through the PEI Provincial Nominee Program from People's Republic of China and Iran, and 22% of them were foreign workers and their families—mainly from India, the Philippines, and Israel.

LANGUAGE REFERRALS

The Language Instruction for Newcomers to Canada (LINC) program continues to be an integral part of settlement and integration for PEI's newcomers. Both Holland College and Study Abroad Canada accommodate our clients to the best of their ability. We offer the option of online English classes through LINC Home Study for our clients who have obligations during daytime class hours. Since January 2013, 468 referrals have been made to Holland College, Study Abroad, and LINC Home Study for clients to participate in English classes.

THE LIENS PROJECT SUCCESS

LIENS (*Liant immigration économique à nos succès*) is a project aimed at assisting French-speaking newcomers to find employment or start a business in PEI. PEI ANC's Francophone Settlement Worker was instrumental in getting this project off the ground and seeing it through the first stages. The *Réseau de développement économique et d'employabilité* (RDÉE) has spear-headed the project, and has recently hired a full-time Project Coordinator. LIENS is part of a population strategy which seeks to stabilize and increase the population in Francophone/Acadian communities across the province.

CONVERSATION CIRCLES

Newcomers participating in our English Conversation Circles find that it is a wonderful way to improve their English with a volunteer tutor, while building a social network with other immigrants from various cultures and backgrounds. French Conversation Circles are offered to clients with a solid foundation in English who wish to explore or improve their French. This is a great help for newcomers who see the benefit of being functional in both of Canada's official languages.

Seyed Kamrooz Ghazinour Naini – French Circles

Kamrooz landed in Halifax in 2009 from Tehran, Iran to complete his Masters in Computer Science at Dalhousie University. After completing his Masters in 2011 he was offered a job with ViTrak Systems Inc., a software engineering company in Charlottetown. A musician in his off hours, he enjoys PEI and the welcoming community. One of the first things he wanted to do was to learn French. Through PEI ANC's French Circles, and volunteer instructors Lisa and Bondo, he fell in love with the language. He found the instructors friendly and enthusiastic (occasionally he was pleased to attend two sessions in one week!). Taking every offered class, he is now at the point where he has hired a private French tutor to speed things along!



Francophone Settlement Program (FSP)

As of the end of this reporting period funding is no longer available for the FSP. In the past year the FSP worker served:

- 25 Francophone clients in person, including in-depth work with a refugee family
- 35+ francophone immigrants or prospective immigrants via phone or email
- 69 clients who wished to learn French in PEI ANC French circles and tutoring
- 7 new French tutors trained
- 2 successful employment referrals, and one French musician has performed at four events across PEI by referral



Resettlement Assistance Program (RAP)

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

Number of GARs arrived during this fiscal year: 41

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

Rosette Yayi Bobo The Courage to Embrace Freedom

The UNHCR says that it takes courage to be a refugee. In September, 2012, Rosette Yayi Bobo and her four children boarded a plane from a war torn African country. She left behind her friends, family members, everything familiar to her in order to protect and give her children a new start. Landing on Canadian soil meant safety from persecution and violence, but there were different, new struggles. Rosette is the sole provider for her children. She needed to get a job, make new friends, and learn new skills. She needed to find a new way of cooking, of parenting, of budgeting with a currency that she was not accustomed to—and her new country had winter!

Three of her children are still living at home and one older girl, Uba, is away pursuing studies. "We like it here in PEI," Rosette says. "We waited so long to come to Canada from Kenya. We are Congolese. We speak Swahili and Lingala, but also French and some English. When I arrived with my kids at the Charlottetown air-

port, Melissa and Rosalie from the Association for Newcomers met us there. It was nice to have the RAP apartment—a place to go right away. At first we thought Canada would be like Christmas every day, because that is what you are told in Africa, and what you imagine Canada will be like."

"Well it is not like Christmas every day!" Rosette says with a smile, "but I do think it is a gift from God. And like everywhere, you have to work hard and sacrifice for your children."

"PEI is so peaceful, safe, and friendly. Newcomers Association helped us with learning the bus system, exploring the city, the daycares...when you come you don't know the money, the food. Through Newcomers I also was introduced to the daycare at École François-Buote—the French school where I work now. I love to work with small children. Especially babies. Rosette laughs and tells her story expressively, miming out the tasks, "When I was a little girl, nine or so, I would take care of all the babies around. Feed them, wash them. My father would tell me to take them back to their home!"

Rosette's children are all doing well in school, she is taking evening college courses to further her education, and she is in the process of getting her driver's license. "Thanks God for everything."



Rosette braiding hair at DiverseCity 2013 festival

Kate and Joey — Building Confidence



We are blessed to have this type of organization because sometimes newcomers don't really know how to solve or negotiate a problem at school. ~ Kate Liu

When Kate Liu moved to PEI her son Joey was in Grade three, now he is in Grade nine. When Joey moved from Elementary school to Junior High some older female students at the school made racist comments. Because the school could not identify the students, Kate came to PEI ANC to see what they would recommend. They invited Joey to join BroZone and the YMCA exchange. He made some new friends and Kate says, "Joey has grown so much with exposure to different cultures, his confidence has really grown. He is going to do the ISS Leadership Group this year."

Joey says, "I would say Brad's job [Brad Murray, an ISS Worker] is really tough. He has to deal with us rude 12 year-olds. The whole ISS team is pretty great. They have the chemistry to work together and not to fight. They took us to Toronto and we stayed in a 5 star hotel—they didn't have to make it so nice for us. They had to get 32 kids there, and

back. It was a big job. The other kids made me dress up like a punk rock star for a dress up party. I would never do something like that on my own."

"We are blessed to have this type of organization because sometimes newcomers don't really know how to solve or negotiate a problem at school," says Kate. "There are ways PEI ANC can act as a bridge to provide multicultural education. We need this service to ask questions and gain perspective. We might not have the language, culture, or experience in Canada to deal in a Canadian way to the circumstance."

Immigrant Student Services (ISS)

ISS workers advocate for school-aged children and help them successfully register and integrate into the PEI school system. They assist with cross-cultural interpreting and connecting children with sports programs, and recreational and social opportunities. ISS runs a summer program for a limited number of younger students, and holds a variety of social programs throughout the year for youth of all ages.

PEI ANC is the primary contact in PEI for settlement, refugee, and immigration issues for hundreds of employers, teachers and school administrators, government departments, community agencies and organizations, and individuals.

PRINCIPAL TERRY MACISAAC TALKS ABOUT IMMIGRANT STUDENT SERVICES (ISS)

PEI ANC is great to work with. I have never had a negative experience. I couldn't imagine being without this resource. ISS finds out about other problems and issues going on at students' homes. They find out who needs things at Christmas and they let us know. They help with interpretation at teacher parent interviews and treat every child as an individual.



Terry MacIsaac with twins Nick and Stephen Yang at Spring Park School

Before becoming Principal of Spring Park, I spent eight years at Prince Street School. ISS is a true bridge between school and home. At Prince Street we would have a multicultural Potluck and ask all parents and kids to come and share their culture. There would be 250 people at these events. ISS helps schools with kids who are struggling behaviorally. They help parents learn new parenting skills and strategies. The kids and parents know them, trust them. PEI ANC is an invaluable service to PEI Education system.



Nancy Clement with Canada World Youth representatives

CANADA WORLD YOUTH PLACEMENTS

For the past six years PEI ANC has hosted youth volunteers with the Canada World Youth Program—one from Canada, one from a partnering country. They gain valuable work experience while sharing their own culture and perspective with co-workers, with PEI ANC clients, and with the community. This is a quality opportunity for integration and multicultural education for everyone involved.

Melvin Sim-Turay –A Bright Future



ISS has helped a lot with my sports ...The support you've given me with gear, equipment and funding...without those I wouldn't be competing.

~ Melvin Sim-Turay

Through a series of events that began when their city was attacked and overrun with rebels, the Sim Turay and Kamara family was separated. Kadi Kamara thought her husband and 10 month old son were dead. Melvin Sim Turay Sr. thought his wife had been killed as well. It would be 9 years before they would be reunited.

For their son Melvin, arriving with his father in Canada in 2007 from Sierra Leone, was a dream come true. He was destined for the soccer field! With the help of Immigrant Student Services he was enrolled in soccer on PEI. He quickly made his mark within the PEI Soccer Association being invited to play on the Provincial, Atlantic, and National soccer teams for his age group.

He also joined the Provincial Track and Field team and broke a Provincial record for the 400 meter which was set in the 1980's. The bills started piling up for registration fees, tournaments, uniforms, travel, and so on. Being new in Canada, learning

the language, and not being fully employed, this family was not going to be able to afford these expenses. PEI ANC connected this student and his family to KidSport Canada and through their partnership with PEI ANC, and through help by PEI ANC's True Sport Fund, this young man with so much promise has been able to continue to participate in sports.

Melvin is a motivated, bright student whose family cares very much about academic success as well as his success in sports. He is involved in ISS programming and activities and also volunteers at PEI ANC. Melvin says, "ISS has helped a lot with my sports...The support you've given me with gear, equipment and funding...without those I wouldn't be competing. ISS is safe and supportive. They're friendly, loving, and awesome people. The ISS team helped with family support like talking with my parents about the difference between Canadian and African lifestyles, and growing up as a teen in Canada. Anything I do, there's a lot of help and support."

Interesting Facts about the Immigrant Student Services Program (for the period September 1, 2012 - August 31, 2013)

average attendance of students for ISS groups	97%
parent-teacher-interviews arranged with PEI ANC interpreter services	313
teens surveyed who feel the ISS Program has made their experiences in PEI better	35/37
sport assistance interventions successfully achieved	427
percentage of parents who continued to attend parenting sessions after the 1st one	67%
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total number of students served in the reporting period	654



23 SERVICES FOR STUDENTS

- Intake
- Orientation
- School enrollment support
- Interpreting
- School liaison
- Follow-up visits
- Parent-Teacher Interview support
- PD Day Camps
- Summer Camp
- March Break Camp
- Teen Overnight Camp
- Youth Leadership Group
- YMCA Youth Exchange
- BroZone
- Girls Inc.
- Girls Circles
- Sports participation
- Sport equipment sharing
- Counselling
- Parenting Sessions
- Family Retreat
- Workshops
- International Friendship Groups

Thanks to funders and over 50 local partners in the community the Immigrant Student Services Program was able to support 654 students the past school year.

MULTICULTURAL EDUCATION FOR STUDENTS

Each year, East Wiltshire has the MEP worker in the schools present to every class in their Junior High. This is an amazing partnership that brings the message of inclusion and cross-cultural communication to these students year-by-year.

” We have been fortunate to have Greg Anderson from Newcomers PEI educating our Grades 7, 8 and 9’s each year on the topics of culture, and stereotypes. Greg uses clear visuals in his presentations to support his message on what it feels like to be a newcomer to PEI, and students respond well to him. His message connects to the Health and Social Studies curriculum in Grades 7-9. We appreciate having him in classes, helping students understand how important it is to welcome people from other countries into our province, our community, and our schools. He brings this concept to life with current, relevant information that pertains to student’s lives.

~ Sheila Doyle Hogan
School Counsellor, East Wiltshire School

Sherwood Elementary requested presentations from the Multicultural Education Program. The presentations were very informative, focused, helpful, and skills oriented. All of our teachers and EA’s received this half-day Professional Development on cultural competency and were extremely impressed and inspired by the presenters to do more to build appreciation and celebration for all cultures within our school.

~ Rick Brennan
Vice Principal, Sherwood Elementary

Multicultural Education Program (MEP)

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

TRAINING FOR ORGANIZATIONS, INSTITUTIONS, GOVERNMENT, AND BUSINESSES

MEP can create tailored multicultural education workshops to meet the needs of any organization or business on PEI. Give them a call and book your one-hour, two-hour, half-day or full-day workshop.

”The feedback we received from our membership was very positive, the knowledge and reminders of cultural differences, assists realtors greatly in their day-to-day transactions.” Paula Lenentine, Executive Assistant, PEI Real Estate Association



Linda, Masoud, and Forough— An Extraordinary Community Inclusion Match



From left to right:
Chris Brennan (Linda’s husband),
Linda Gaudet, Forough Saadat and
Masoud Fahandezhsaadi

For eighteen years Linda Gaudet has volunteered with the PEI ANC Community Connections Program. During 1995 – 2000 she began in the Community Inclusion Program (CIP) (then called the Host Program), first with a family from Sarajevo. “I was amazed at their faith in Canada and their courage and resilience. They had left everything behind. He was a vet with a thriving practice—bombs fell one day and the next his family had nothing and had to flee. The next match I had was with an Iraqi neurosurgeon. He was a wonderful man. Though I was mortified, he was not too proud to deliver pizza as his first job in Canada.”

In 2000 Linda signed up for the English-as-an-Additional-Language (EAL) Volunteer Tutoring Program and the Holiday Host Program. Through this program, Linda and her husband, Chris Brennan, met her current CIP match, Masoud Fahandezhsaadi and Forough Saadat and their son Houman. It was the first time they had been in a Canadian’s home or saw a Christmas tree. “Masoud was so serious about decorating the Christmas tree,” says Linda. “It took him hours to get it just right. They were delightful people and shortly after that we were matched through the Newcomers Association.”

”One hard thing”, Linda says, “is watching people who are so well-educated struggle to find meaningful employment or any employment. Masoud was an Education Specialist for a city of three million people. His wife was a technician in a hospital. Here she spends her week days in Language classes at Holland College. Masoud works long hours at a minimum wage job; too many hours to spend more time improving his English.”

Asked about the Community Connections programs, Linda says it is essential programming. “How anyone managed 30 years ago is a mystery. A simple letter from the government can be terrifying. PEI ANC does a great job helping people find their way around and put down roots.”

Masoud Fahandezhsaadi and Forough Saadat, and their bubbly daughter Parisa who joined them from Iran as soon as she completed her studies, were very happy to talk about their CIP experience and coming to Canada.

Masoud, with Forough interjecting certain points as he spoke, recalled a list of interactions with our

staff at PEI ANC. "At our first meeting with Lucy we discussed about tax and health card. Lucy helped very much. Newcomers helped us register for a family doctor. They helped with language testing, to find an apartment... Adam helped to get resumes written. Newcomers also organized many events for all of us immigrants to Canada, to help us feel welcome. Hockey, tennis, festivals. Joe and Marilenne in the Connections Program were so kind, so knowledgeable. They connect us to Holiday Host Program and we meet Linda and Chris. We become friends. They are like family. We have been invited to their cottage where we have shared some unforgettable times." Masoud goes on to say, with his eyes wide as though this is unbelievable, "We dug clams...clams? Yes! In the sand!"

Linda points out how much she has gained from the hundreds of volunteer hours she has spent with newcomers to Canada, "It has really given me something special. Each person, each family. Growing up on PEI I would not have thought I could experience this here. Seeing my world through their eyes is an enriching experience. I have such high regard for immigrants. What happens in other parts of the world could happen to anyone, anywhere. It is one thing to read about something, another to meet someone who has lived it. It wakes you up. My appreciation of life on PEI has soared. I have newcomers to thank for that."

Forough and Masoud go on to say, "The Guide for Newcomers online is very important. It is a great resource for us. Government has to care about that. Newcomers Association will be first place immigrants come and they introduce Canadians. They help with jobs, health care, education. My daughter has taken a test to see her feeling for different job. The Newcomers program we share with Linda and Chris introduce us to culture and traditions of Canada. They are kind, patient, help-

Community Connections Program (CCP)

CCP is an outreach, community building program that connects newcomers with local volunteers to ease the transition into Canadian life. Programs include: Community Inclusion Program (which introduces newcomers to an established Islander or Island family for practicing language skills and getting oriented to the community), the English as an Additional Language (EAL) Tutoring Program, the Holiday Host program, a Women's Group, and a Men's Group. As part of the Community Outreach Team, CCP participates in, and generates inclusion opportunities for newcomers at cultural activities and events all year. This public outreach numbers in the thousands.

ful. Chris spent one afternoon teaching me how to make bread. Really. It is such good things that Newcomers does." Houman, Masoud and Forough's son is now studying engineering at the University of New Brunswick. Masoud, a wonderful, gentle man in every respect, smiles, and ends the conversation with, "It was so hard to find you in that shopping place. Now it is beautiful, your office is so easy to find, very organized!"



CCP PARTICIPATION

Community Connections Program (CCP) had 146 matches this year for English-as-an-additional-language tutoring. Community Inclusion matches numbered sixteen. The program organized four seasonal events for the matches, as well as a Mah Jong tournament for the public, and the Volunteer Appreciation Night. Overall the number of participants taking part in CCP programming numbered 795.

ANTI-RACISM WORKSHOP—FIRST OF ITS KIND IN ATLANTIC CANADA

The Multicultural Education Program (MEP) organized an Anti-Racism Workshop June 11-14, 2012, facilitated by two staff from the Centre for Race and Culture based out of Edmonton, Alberta. MEP recruited 21 individuals from settlement agencies across the Maritimes, community leaders from PEI, provincial government, education, the Cooper Institute, the RCMP, and the PEI Human Rights Commission. Some individuals came from as far away as Ottawa for this first-of-its-kind training in eastern Canada.

The training included recent research and opportunities for experiential learning. It was a fantastic opportunity to network with like-minded individuals and to learn about racism and how to combat it.

Feedback from the training was excellent and information from this workshop has been incorporated into PEI ANC's multicultural education presentations throughout this reporting period.



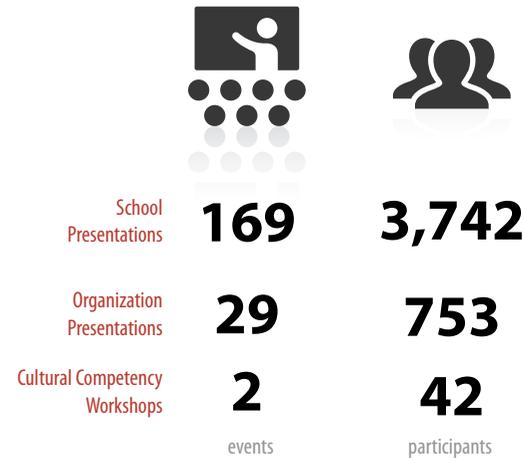
” The anti-racism training offered by PEI ANC was a much needed addition to the PEI discourse around race, culture, and difference. The learning that took place over the workshop was palpable - the mark of a well-designed and thoughtfully delivered program. As an anti-oppression trainer myself, it was an honour to participate in the sessions lead by such skilled and experienced facilitators, I learned a great deal and came away with a number of rich resources and tools that have helped me in my community work.

~Josie Baker, Cooper Institute participant

I found the training very interesting, and I think the most important thing I took from it was: the impact of a policy is not often in line with the intent. We need to be careful when dealing with the variety of cultures in our Province that we do not assume that every culture's wants and needs are the same. Learning cross-cultural communication skills is essential at the municipal level to foster respect and inclusion of all.

Andrew Daggett, CAO, Town of Montague

MEP statistics for the period September 1, 2012 - August 31, 2013



DIVERSE CITY 2013

MULTICULTURAL STREET FESTIVAL

On Sunday June 30th, the PEI ANC hosted its 7th annual DiverseCity Multicultural Street Festival on Victoria Row in Charlottetown. It is PEI's largest, family-friendly, free, outdoor street festival which celebrates Canadian Multiculturalism Day. The main stage showcased six hours of live entertainment and featured performers from around the globe. Our unique festival offers fun activities like henna tattoos, hair-braiding, nail painting, and calligraphy. Games of African Bao, Philippine Sipa, and Chinese Mah-jong are fun for the many Islanders who love to play board games. Kids' crafts like face painting and balloon animals make for a colourful crowd, and DiverseCity usually has several styles of martial arts demonstrations, and many newcomer food vendors serving delicious international treats.

This year there were also thirteen hand-crafted-arts and craft vendors in a newer exhibit called the Newcomer Artisan Fair. Upwards of 6500 people attended the festival throughout the day. In terms of numbers, DiverseCity is our largest Multicultural Education day of the year. We firmly believe that only by first-hand exposure to families from other cultures can we broaden our own cultural and social horizons beyond mere tolerance toward celebration of a richer society.

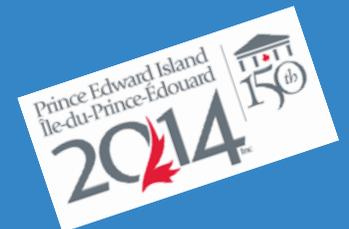


DIVERSE CITY 2014 ISLAND-WIDE MULTICULTURAL FESTIVAL

With support from the PEI 2014 Fund, DiverseCity will go Island-wide in 2014 with two additional festival dates in July. Together with the DiverseCity festival usually held in Charlottetown, there will also be DiverseCity DownEast (in Montague and incorporating communities throughout Kings County) and DiverseCity UpWest (held in Summerside and incorporating communities throughout Prince County).

PEI ANC with the help of our partner communities will create a festival adapted to incorporate local newcomer performers, food vendors, and community volunteers. We hope to demonstrate the fun and success this event can be; both as entertainment for Islanders and tourists, but also as a tool for economic development and longer-term integration of newcomers into our tight-knit Island communities.

Based on our experience with settling thousands of immigrants in Charlottetown during recent years, we know that opportunities to meet these new neighbours—rubbing elbows in an informal, positive setting—is extremely valuable for planting seeds of acceptance and inclusion.



EAL Tutor Profile — Farahnaz Rezaei

Farahnaz Rezaei is originally an Iranian citizen who lived in Kuwait and immigrated to Canada as a skilled worker. She chose PEI as her new home and auspiciously marked her landing on Canada Day, July 1, 2012. Farahnaz, who has excellent English language skills, says, “I found PEI ANC’s website and information about the EAL tutor program, before I left Kuwait.”

In September, 2012, two months after arriving, Farahnaz attended the CCP Tutor Training. Farahnaz explains, “My reason for wanting to be an EAL tutor was simple; I wanted to be of help to another person facing immigration challenges combined with language inability.”

She was matched with “Kate” from China, who is, “the sweetest girl I could ever know.” Farahnaz had spent time in China previously and was thrilled to have a match from there. “We became friends. We were able to share the experience of immigration. I went to the Chinese New Year, and Kate came to Iranian New Ruiz (New Year) celebration in the spring. Kate even wanted “homework” which is not specifically a requirement of the program. After nine months I told her, “Kate I am so impressed with your improved ability to use the English language! She was very happy.”

Farahnaz praises the EAL Program, which is a partnership with the PEI Public Library Service. “This well-structured program is so important for newcomers. Through this program they won’t feel alone and isolated—they will meet someone who can help them adjust, and learn how to speak English better. Throughout the whole year, I have learned a lot from being a tutor, and I truly hope I was of some help to Kate.”

Farahnaz is currently working as a Junior Program Officer with the Office of Immigration Settlement & Population - Island Investment Development Inc., and is a volunteer with the Canadian Cancer Society as well as PEI ANC. She also assists with the translation of PEI ANC’s website into Persian and Arabic.



About PEI ANC in general Farahnaz shares some insights, “Here, the first impression of Canada for Newcomers is the Association. What a wonderful impression! Leaving your country or home is so difficult. The people at PEI ANC make an enormous difference in the lives of newcomers to ease that transition. Along with social programs, employment is critical to adjust and be productive. Many immigrants, professionals, with good education and prospects, move from PEI because they cannot find work. As an immigrant, I know I have to accept a lower standard of living economically, but I have immeasurable benefits: freedom, and there are no limits for my children.

I have two beautiful sons—my elder son recently moved to Edmonton to join the University of Alberta towards his goal to become a Mechanical Engineer, my younger son is here in high school working towards his dream of becoming a chef.

I love PEI, the people, the atmosphere—there are challenges but you have to adjust to what there is that is different and appealing. Canada is home—I do not take freedom for granted. Emigrating is very difficult, but it is a rich experience with lots of opportunity for personal growth. I want to live as a valuable human being. I want to serve others, and my new country, now, respects these values.”

PEI ANC cultivates and leverages partnerships on behalf of our newcomer clients with dozens of organizations, companies, and provincial partners Island-wide.

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The diversity of cultures in Charlottetown is like any capital city in the country. Our newcomers are an important contributor to our economy. We work closely with the PEI Association for Newcomers as a partner in community events that help make newcomers feel welcome and supported.

~ Ron Atkinson, City of Charlottetown
Economic Development Officer

We now have a more active involvement with our newcomers and together we have opened the “diversity” doors. We see a more welcoming and accepting community.”

~ Andrew Daggett, CAO, Town of Montague
RICH Committee Member

I have met some very talented, capable, individuals whose hearts are dedicated to our island newcomers and the “world” they bring to us.

~ Joanne Roche, Town of Souris
RICH Committee Member

Summerside has supported this growth by establishing a ‘Newcomer’ office within City Hall as part of a wider retention and integration strategy in conjunction with the PEI Association for Newcomers to Canada.

~ City of Summerside
Official Press Release

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IMMIGRANT STUDENT SERVICES AND HOCKEY PEI

For the second time Rob Newson, Executive Director of Hockey PEI, is donating 25 full sets of free hockey gear, valued at approximately \$13,000, to youth clients of PEI ANC. He hopes to encourage newcomer kids to try the great Canadian sport of hockey. Hockey PEI hosted a fundraising Golf Tournament again this year for the NHL Players Association, which enabled them to receive the donated sets. Rob Newson is enthusiastic about the partnership, “Brad and the folks at ISS are great to work with. They do so much for the kids. We enjoy this partnership and opportunity to give back to the community. It’s win-win. Everyone is happy.”

Rob goes on to say, “This is a unique and different opportunity for the kids. Often, they haven’t been on ice, haven’t skated. It gives them a new experience and builds good community relationships. The families are engaged, it is good physical exercise, and the students will be able to talk about the game of hockey with their friends at school. Even if they don’t go on to play more seriously, we think they will grow to love the game.”

NEWCOMER SETTLEMENT SERVICES STAFF AS LIAISON

Working on behalf of our clients, Newcomer Settlement Services (NSS) has developed partnerships in the community to better serve newcomer needs. Settlement workers assist clients on a daily basis with a wide variety of needs. Along with many of the organizations listed in the Community Partners chart that follows on page 25, they act as liaison between clients and organizations such as: Canada Revenue Agency, Department of Health, CIC Collection Services, Public Health, Child and Family Services, Financial Assistance, Provincial Nominee Program, Victim Services, Anderson House, and others.

NSS workers have also been working closely with Charlottetown Housing Authority and Kings Square Housing—both not-for-profit housing corporations here on PEI. With increased communication and a strengthened partnership, this has led to a more collaborative approach in addressing the housing needs of newcomers.



IEHP PROGRAM TEAM HELPS BUILDING WELCOMING COMMUNITIES

In Montague, Summerside, and West Prince, PEI ANC's Internationally Educated Health Professionals (IEHP) team have developed community-level integration and retention tools to help communities welcome and retain IEHPs, their families, and all newcomers to Canada.

In Prince County (2012) and Kings County (2013) they have:

- established a navigator (Integration and Retention Officer)
- set up Retention and Integration Committee for Health (RICH)
- developed "Welcome Corners" in libraries
- provided a tool kit, mentorship, ESL tutors, and "Adopt a New Resident" plan
- expanded diversity training
- organized IEHP orientations, welcome receptions, and community events
- distributed Mayor's letter, community brochures, and welcome packages
- established and documented a volunteer network

” Settlement Clients' Comments:
God Bless, I don't know what we would do without you
We are so happy you are helping us, it makes things much easier
I greatly appreciate the guidance and advice provided to me ”

” IEHP client comments in Prince and Kings Counties:
Everyone made us feel so welcome, it feels like home already!
...all this helped us a great deal to integrate and forget about our difficult past
[Summerside] is a small city with a big heart
We always remember that you are one of the best things we found in this Island.
You and your Newcomers team do so many amazing things to ease transition and to assure a warm welcome and we appreciate you all very much! ”



PROFESSIONAL CO-OP PLACEMENTS

The PEI ANC has partnerships with the University of Prince Edward Island, Holland College, the YMCA, Canada World Youth and Katimavik to support student placements. These placements, while requiring supervision and staff resources, provide PEI ANC with new ideas and innovation in programming. These students make an incredible range of contribution to newcomers—from new information sessions and developing program materials, to providing support in areas of health, communications, outreach, and administration. We are proud to contribute to students and volunteers gaining valuable experience in service delivery in a multilingual and cross-cultural environment—the emerging face for 21st century Canada.

TEMPORARY FOREIGN WORKERS AND INTERNATIONAL STUDENTS

New Settlement Worker, Bobby Cameron, is in the process of organizing a number of different community outreach programs to inform the public of PEI ANC's services for international students and foreign workers.

Activities include assisting students, workers, and their spouses with:

- applying for, extending, or changing their status
- applying for government services (i.e. health card, doctor waiting list, etc.)
- applying for Permanent Resident Status through the PEI Provincial Nominee Program
- where clients are eligible, referring clients to other ANC services including the Community Inclusion Program, EAL tutors, and the Women's and Men's Groups
- assisting clients in the Western and Eastern regions of PEI



From left to right: Nancy Quinn (City of Summerside), Mike Waugh (Domino's Pizza), Myra Thorkelson (PEI ANC President), Chris Montigny and Laura Montigny. Photo © Nigel Armstrong, *The Guardian*

2012 WINNERS OF PEI ANC APPRECIATION AWARDS

At our last Annual General Meeting, the 3rd Annual Appreciation Awards were handed out to the following winners, as nominated and voted on by all of PEI ANC staff.

The *Outstanding Organization Award*, to recognize a not-for-profit organization that ensures immigrants are encouraged to participate in the organization and its programs, was presented to the City of Summerside.

Chris and Laura Montigny received the *Outstanding Individual Award* for showing leadership and dedication in welcoming and integrating young newcomers to PEI.

The *Outstanding Community Business Award* was presented to Domino's Pizza for promoting the importance of hiring a diverse workforce, and assisting in newcomer employment advancement.

PEI ANC COMMUNITY PARTNERS

- Active Communities
- Addiction Services
- ArtSmarts
- Atlantic Council for International Cooperation
- Big Red Music Festival
- Boys and Girls Club
- Brookvale Winter Activity Park
- Canada Microcredit Educators Group (CMEG)
- CARI Aquatics
- Catholic Family Services
- Charlottetown Film Society
- Chinese Association
- Confederation Centre of the Arts
- Connectors Program
- Cornerstone Baptist Church
- Council for People with Disabilities
- Credit Union Place
- Discover Charlottetown
- DP Murphy Group of Companies
- Eastern PEI Chamber of Commerce
- East Prince Seniors Initiative
- English Language School Board
- Family Place
- French Language School Board
- Girls Action
- Greater Charlottetown Area Chamber of Commerce
- Greater Summerside Chamber of Commerce
- Health Care Human Resource Sector Council
- Hockey PEI (in partnership with UPEI)
- Holland College - Child and Youth Care Worker Advisory Committee
- Holland College - Language Instruction for Newcomers to Canada (LINC)
- IEHP Atlantic Connection
- Innovation and Technology Association of PEI (ITAP)
- Immigrant Settlement and Integration Services (ISIS) - Halifax
- Island Dance Academy
- Island Fusion (Cultural Festival Days)

- Island Gymnastics
- Island Media Arts Cooperative
- Jumpstart
- Justice Options for Women
- King's County Chamber of Commerce
- KidSport PEI
- La Cooperative d'integration francophone
- Mi'kmaq Confederacy
- Native Council of PEI
- North East Community Alliance
- Parks Canada
- PEI Connector Program
- PEI Literacy Alliance
- PEI Museum and Heritage Foundation
- PEI Public Library Service
- PEI Soccer Association
- PEI Women's Association
- RDÉE Île-du-Prince-Édouard Inc.
- Recruitment and Retention Secretariat
- Richmond Center
- Rotary Club (Summerside and Montague)
- Rural Action Center
- Seniors Active Living Centre
- Sperenza
- Stratford Community School
- Stratford Youth Can-do
- Study Abroad Canada (LINC)
- Summerside Storm
- TIA PEI (Tourism Industry Association)
- Town of Stratford
- Trinity United Church
- UPEI Department of Applied Human Sciences
- UPEI Department of Education
- Women's Network
- YMCA of Greater Toronto (YMCA Youth Exchange)

IMMIGRANT WOMEN'S ENTREPRENEURSHIP PROGRAM

PEI ANC's Employment Assistance Service formed a partnership with Immigrant Settlement & Integration Services (ISIS) Nova Scotia, to deliver a workshop series for newcomer women called the Immigrant Women's Entrepreneurship Program (IWEP). This partnership enabled PEI ANC to develop materials for use in future programs. This highly successful program includes presentation from industry experts, business analysis tools and tips, industry overviews and trends, and focuses on business plan development. It is currently being offered again, this time in partnership with the PEI Connectors Program, to twelve enthusiastic, motivated participants from seven countries. There were 24 applicants for the 9-week program, so we anticipate it will run again in 2014. Taking place every Tuesday and Thursday evening, it enjoys 100% attendance.



From left : Shun Dong (Amy) Xu, Zhen (Vicky) Li, Ya (Jenny) Wen, Parisa Fahandezh Saadi, Lisa Chaisson (PEI ANC's IWEP facilitator), Fereshteh Shaer Zadeh, Hai Hong (Helen) Liu, Tatiana (Tania) Varlamov and Fang Zhang

SENIORS: ACTIVE LIVING WORKSHOPS

This past year, the Community Outreach Team at PEI ANC successfully applied for funding through the Government of Canada's New Horizons for Seniors Program. Seniors are an often overlooked and more isolated demographic of newcomers and established Islanders. Partnering with the Seniors Active Living Centre and the Murphy's Community Centre, the Community Outreach Team (COT) offered a series of eight, eight-week, hands-on workshops between September 2012 to May 2013. These were taught by seniors where possible, and provided the opportunity for those 50 years of age or older, newcomer seniors together with an equal number of established Island seniors, to learn a skill or hobby, spend social time together, exchange cultural knowledge, and make connections.

Taking into consideration potential language barriers, these free workshops were designed around demonstration and action—learning a skill or cultural competency—so that participants could take part in activities regardless of English level. This highly successful 'Seniors Connecting Across Cultures' project served over 240 participants and contributed towards establishing friendships and a more dynamic, diverse network of seniors in PEI.

Workshop topics included: Eight Nights of Games. Learning to Use a Video Camera, International Cooking, Practical Digital Photography Skills, Rug Hooking and Knitting, Choral Singing, Line Dancing, Visual Arts



International Cooking



Line Dancing



Eight Nights of Games

MOCK REFUGEE CAMP FOR STUDENTS

Over three days in April 2012 and 2013, to mark Refugee Rights Day on April 4th, the Community Outreach Team, led by the Multicultural Education Program, designed and presented eight 70-minute workshops to Grades 4, 5, and 6 classes at various schools. These experiential workshops, "a mock refugee camp," demonstrate life as a refugee.

As students enter the refugee camp, their experiential learning begins as workers at the registration table speak another language (other than English or French), making it more difficult for them to understand the instructions. Students are assigned tents (demarked on the floor), mock UNHCR identification bracelets, and further instructions for obtaining supplies.

After these activities end, they are discussed, and then participants are shown a video of children's experiences as refugees (from different cultures and countries). Students noticed how skinny the refugees are (did they get enough to eat?), how creative they were (they made a soccer ball from a rubber glove and string!), and they were moved by one boy's recollection of his father and his farm left behind and never seen again (how terrible and sad this would be). They were upset that children were mocked and called refugees and ostracized in their country of refuge.

The Camp concludes with a refugee client being interviewed by the PEI ANC Resettlement Assistance Program worker. Both clients (one each in 2012 and 2013) involved in this RRD learning module spoke eloquently about their time spent in a refugee camp, and their adaptation to life on PEI as a new Canadian. Teachers and administration were "blown away" and commented on how wonderful a learning opportunity it was for their students.



MEP's Lisa Dollar and Greg Anderson with Abdiwali Mussa and Sherwood School students

”

Grade 4 student participants' written comments submitted after the camp took place:

When we did the refugee camp I thought about how lucky we are to live in PEI. Unlike other people who are forced to leave their homes because of war or something they don't control.

[The man who spoke to us] experienced a lot of challenges and I know how he feels because when I came to Canada I had hard time for me to make friends and I think he also made a hard decision to make he had to leave his family behind I sure he misses them a lot.

When the gentleman spoke about how he was in a refugee camp for 18 years I felt real bad for him and I mostly did when he said his wife and kids were still there... and he had no dad growing up.

Just think they get one meal a day and here we get three we are lucky to have a free country and no war.

I went home that day and told my family about the refugee camp and tried to make them realize it was serious.

”



CITIZENSHIP CLASSES

The Community Connections Program (CCP) began Citizenship Classes this year, a new initiative coordinated with the help of a field placement from the Department of Applied Human Studies at UPEI. The eight session classes were offered twice this year (February and August), and feedback from the newcomers who participated indicated that they found them very useful.

Michael Al Mayaleh – Study to become a Canadian Citizen

I have been here with my wife and children for six years from Syria. In the last month I wrote my Citizenship test. ANC Citizenship classes were very good help to newcomers studying for their Canadian citizenship. The instructor is a very good teacher about history, about politics, and all the dates to give a better understanding for them.

When you get the citizenship book to learn, it should have a label that says, 'This is a small book but it is not an easy book. Spend lots of time studying it!' Perhaps they could make it double the length and it would be easier to remember everything within a context.

Me, I study the book each morning for two hours and each evening for two hours almost every day for six months. I take citizenship classes at Newcomers Association twice a week for 4 weeks. I scored very well on the test because I knew it was difficult and I worked hard to learn everything. The book is not easy. There are lots of dates, lots of history. I translated the entire book into Arabic for myself, and I share that with others in the class.

I tell my children not to pray to have an easy life, but to pray to be a strong person. If you are strong you can meet challenges. This is important. Canada respects people and offers an opportunity. But you have to take it.



Jalileh Javanmard – Skilled Worker

PNP clients Jalileh Javanmard and Majid Raoofshahir arrived on PEI from Iran after a five-year wait to emigrate. Both are computer programmers with skills that are in high demand in North America; so while they emigrated as PNP clients, their work experience was the basis for their successful application. Jalileh and Majid purposefully chose Stratford to live because CGI Atlantic, an IT firm, is located there. CGI is the fifth, largest, independent IT and business processing services (BPS) firm in the world, and the largest in Canada. There are four CGI Atlantic offices in the region: Moncton, Fredericton, Halifax, and Stratford—where there are 160 full-time employees.

Through their EAS counsellor, a connection was made with Mike Rogers, Director of Consulting at CGI. Jalileh and Majid were interviewed. Mr. Rogers quickly assessed their ability and hired Jalileh as he had an opening for her skill set. Mr. Rogers was hesitant to give Majid, who has more qualifications and project management experience, work below his capacity; preferring to find the right match for

his ability. As of writing this, Majid is in negotiations with CGI about a permanent position. Jalileh meanwhile was recently told by her supervisor that her progress after two months on the job is equivalent to those who have been working in her job for six months.

Jalileh shares some thoughts on immigration, "For doctors, dentists, engineers,

and architects, etc.—it is easier, perhaps to emigrate, but harder to find employment on PEI. I think it would be helpful for Canada and PEI to attract more skilled workers to fill gaps in the workforce and to begin contributing to the economy faster."

Happy to be working and settling in, Majid and Jalileh find PEI, "a kind and caring place, where people respect children." Their son Parham is in Stratford Elementary School and loves it. His parents like the hands off policy, and the zero tolerance for bullying. "This is not the norm for schools in Iran," says Jalileh.

About PEI ANC Jalileh says, "Our employment counsellor is a PNP client herself, an Asian woman who well understood our situation. She encouraged me to network, supported me, and was willing to be one of the references on my resume. This helped me because all of my other references are in Iran, and not everyone speaks English well there. The people at PEI ANC made me feel comfortable, and have helped me a lot."

CGI runs a successful Global IT company that relies on the expertise found not only locally, but in many countries, to build highly functional multicultural teams. CGI Atlantic is determined to support newcomers to Canada who have the IT training and related work experience that we need. We assess a candidates potential and provide potential employees the tools and training to reach their potential. CGI is happy to work with PEI ANC to identify the skilled workers. With their help we have already hired some excellent employees.

~ Mike Rogers, Director of Consulting, CGI Atlantic

...In 2012, the PEI working-age population (aged 15-64) peaked at just under 100,000, and will henceforth decline. This age group is projected to drop below 74,000 by 2052; i.e., a decline of more than 25 per cent in four decades. We cannot possibly maintain our current economy with 75 per cent of the workforce. Beginning in 2020, deaths will outnumber births for the first time, and will continue to do so...

~ Wade MacLauchlan
from the Letter to the Editor,
The Guardian, January 11th, 2013

Our experience at the Lobster on the Wharf with hiring Newcomers has been excellent. Although some have had difficulties with English, I'm impressed with how motivated they are and we're prepared to be patient with that. PEI ANC has helped us to make contact with newcomers to Canada for employment. Our experiences have been fine, and we're happy to have new Canadians working for us.

Jim Larkin, Lobster on the Wharf

Employment Assistance Services (EAS)

EAS Employment Counsellors will assist newcomers to Canada by assessing their employment background and helping them to explore options toward their career goals in Canada. This may include: job search or self-employment assistance, resume writing, job interview preparation, foreign credential recognition, post-secondary training, and volunteer opportunities. EAS offers clients one-on-one support as well as group workshops.

EAS CONNECTS EMPLOYEES WITH EMPLOYERS

Immigration is a solution for PEI's declining and aging population. However while young, dynamic immigrants are attracted to PEI, if we cannot enable them to stay, they will out-migrate for better economic opportunities.

In a knowledge economy, newcomers bring new skills, ideas, and innovative ways of thinking to their work. EAS works to inform businesses and organizations on PEI about the benefits of hiring newcomers.

EAS statistics for the period September 1, 2012 - August 31, 2013



James Jang - PEI Entrepreneur

James Jang, his wife, and two sons, arrived in PEI in July, 2009 from South Korea. James has been self-employed for close to three years in Charlottetown as owner and operator of Mobile Inc. PEI, a printer cartridge remanufacture and refill service. When Mobile Ink started, James and his son Alex ran the company together. Now that his son is attending university, James's Employment Assistance Services Counsellor assisted him with hiring a staff person for sales and marketing.

Craig pictured in the photo with James, is pleased to be helping grow the business. While each man works in the modest storefront on North River Road, they talk, and as a result James's English has improved significantly. James says, "Newcomers Association is always helpful and has good knowledge and information. They help me open my business, help us with schools for my kids, make connections to other businesses, and help my wife, Sun Mi Kim, find a job at Tim Horton's."

"Everyone likes James," says Craig Dodge. "When people become a client, they stay a client. James's service is so good. People save so much money. Once I get them in the door, it is easy for James to win them over. People stop by to chat and bring him coffee. It is a pleasure working with him."

THE IMPORTANCE OF RETENTION OF NEWCOMERS

- The attraction and retention of skilled immigrants has become an essential component in economic development planning.
- In the knowledge economy, a community's most valuable resource is its people; their skills, knowledge, experience, and ability to innovate.
- Newcomers help build... communities. They bring skills, energy and the determination to create prosperous new lives.
- Many smaller communities across Canada are successfully attracting immigrants by promoting the benefits of living and working in a small town.
- Attracting and retaining newcomers increases diversity in the community. This yields additional benefits including enhanced social, cultural, and business opportunities.

Through outreach by the PEI ANC IEHP team, there has been a significant increase in community-level engagement with 86 volunteers and 471 stakeholders involved in supporting IEHPs and their families.

Internationally Educated Health Professionals (IEHP)

Internationally educated health professionals (IEHPs) who are employed within the PEI medical field can access support through the PEI ANC IEHP program. This includes assistance for spouses and children, along with a wide range of settlement services provided in partnership with the Settlement team. Program staff will help foster communities that are welcoming and supportive of IEHPs and assist clients and families to navigate their new life in Canada.

A Bond of Friendship in a New Country

In Summerside, Belinda Mackeigan-Woods is an IEHP Counsellor and Settlement Worker. While staff from PEI ANC's head office frequently join Belinda to work directly with clients, Belinda enjoys a special place in the hearts of newcomers in Western PEI. Through Belinda, three clients in Summerside have become the best of friends. While they each also have established Canadians as friends, these three women from different countries—Nadine Bajjali Abdelmalek, Tassula El Achkar, and Farah Al-behadili—have formed a bond that helps them deal with some of the shared challenges they experience.

Nadine Abdelmalek is from Jordan. She is married to Dr. Ihab Abdelmalek who practices in Tyne Valley. Their daughter, Yara, is three. Nadine was a teacher and for her second year she is enrolled in *Collège Acadie Î.-P.-É.* for upgrading. Nadine says, "We are thankful to Belinda and to Erin Mahar, and the Association for your welcome and support when we first arrived to the Island. We are especially thankful for all the help we received in tracking down Ihab's family's lost immigration file, and the advice we received to start the immigration process for other family members in Egypt. We appreciate so much your including us in all Newcomers Association activities."

Tassula El Achkar and her husband Rami Ayoub own Dino's Pizza in Summerside. Tassula was born in Australia, but was raised in the Middle East. She is a frequent PEI ANC volunteer and is always ready to lend a hand, or to take photographs at events. "I first met Belinda when I went to get my driver's license translated," says Tassula. "She would al-

ways pop an email about any upcoming activities like the Islander Day festival last year, and the sidewalk cultural event where I met Farah Al-behadili... It's nice having this Association. It brings a sense of community to all of us who just moved here, and a sense of belonging. Plus it brings a feel of diversity to Summerside, and gives the locals a chance to experience international cuisine and other cultural traditions. Living in PEI is fun, the close community makes up for what it lacks in busy shopping centers and cities. It reminds me of back home!"

Farah Al-behadili is an Internationally Educated Health Professional (IEHP) client who was a Pharmacist in Iraq. Farah is married to Rami Alshahabi and they have a two-year-old daughter, Aya. She was able to convince her parents and siblings to move here from Iraq, and her father is now a sessional Professor at the School of Business at UPEI. Farah is studying at UPEI in the Toxicology Program with the Department of Biomedical Sciences at the Atlantic Veterinary College. Her two siblings attend UPEI as well. Her father-in-law is a doctor in Summerside, and they also love the area. Farah moved here after a short while in another province. She says, "Since I moved to PEI from another city in Canada, so I easily can compare and say the best service is on PEI. I was served like one of the Newcomers own family here on PEI— I never felt that I am a foreigner. Whatever I need, or when I have a problem, Belinda solves it in a second. PEI is peaceful, quiet, the people so lovely, and it is growing up so fast. I can't imagine myself living in another place."



peianc.com/guide

In our online Guide for Newcomers to Canada one can find essential information needed when settling in PEI — first things to do upon arrival, how to obtain essential Canadian documents, basic information about money and finances, housing, food and shopping, transportation, health, information for parents, education, employment, law and order, culture and social life, and citizenship.

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

Guide for Newcomers

TO PRINCE EDWARD ISLAND, CANADA



HIGHLIGHTS FROM WEBSITE STATISTICS FOR THE MONTH OF SEPTEMBER, 2013

In September 2013 the PEI ANC website had 15, 253 unique visitors. There were 210 visitors who stayed on the website for longer than one hour.

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

- Canada - 20,337
- China - 6,751
- United States - 6,445
- Great Britain - 3,425
- Saudi Arabia - 3,204
- Iran - 2,192
- France - 1,320
- Egypt - 1,132
- Mexico - 1,077
- Ukraine - 987

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

- Canadian Citizenship - 3,579
- Guide - Applying for a Job - 702
- Guide - Canadian Tax System - 535
- Home Page - 385
- Contact Page - 321

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

- Canadian citizenship (in Arabic)
- Prince Edward Island Immigration (in Mandarin)
- Prince Edward Island (in Persian)

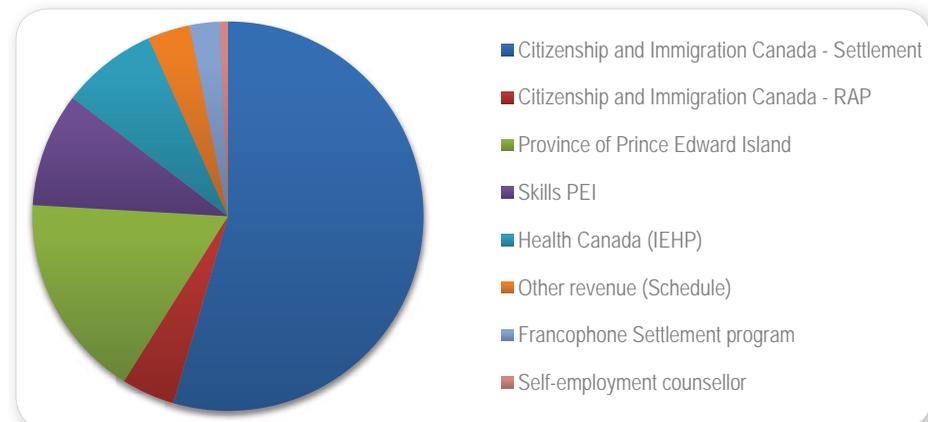
The PEI Association for Newcomers to Canada employs 31 full-time and 3 part-time positions, as well as 60 contractors to provide language-based services (52 Interpreters, 5 translators for website and other documents, and 3 language assessors).

In addition to the funding for our primary service programs, we have applied for and received another 3.5% in funding (see Other Revenue) to suit additional client needs or special projects such as seniors programming. 99% of funds were spent on PEI in program activities and supplies, services, costs related to premises rental, and salaries.

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

Revenue

	2012-2013	2011-2012
Citizenship and Immigration Canada - Settlement	1,281,272	1,008,566
Citizenship and Immigration Canada - RAP	103,615	160,090
Province of Prince Edward Island	399,389	608,583
Skills PEI	222,692	245,790
Health Canada (IEHP)	187,000	188,700
Other revenue (Schedule)	82,218	47,122
Francophone Settlement program	58,550	58,550
Self-employment counsellor	15,683	34,317
Portal	-	20,000
Total	2,350,419	2,371,718



Expenses

	2012-2013	2011-2012
Wages and wage levies	1,739,049	1,671,864
Program Activities	225,153	306,880
Operating Expenses	66,186	58,930
Website, intranet development, and translation	46,602	69,410
Rent	86,328	68,033
Client expenses	19,448	62,899
Office	29,360	20,689
Travel	23,032	21,765
Professional development	13,712	24,993
Miscellaneous	9,347	5,511
Advertising	18,815	11,558
Professional fees	2,671	3,718
Amortization	47,665	33,170
Total	2,327,368	2,359,420



	2012-2013	2011-2012
Excess of revenue over expenses	23,051	12,298

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| <p>Federal</p> <ul style="list-style-type: none"> Citizenship and Immigration Canada Health Canada Employment and Social Development Canada (New Horizons for Seniors) Service Canada Canadian Heritage <p>Province of Prince Edward Island</p> <ul style="list-style-type: none"> Office of Immigration, Settlement and Population SkillsPEI Acadian and Francophone Affairs Secretariat | <p>Island Investment Development</p> <ul style="list-style-type: none"> Department of Tourism and Culture <p>Municipal</p> <ul style="list-style-type: none"> City of Charlottetown City of Summerside Town of Montague Town of Souris Town of Stratford Town of Cornwall | <p>Grants and Donations</p> <ul style="list-style-type: none"> CIBC Community Investment Culture PEI David's Tea Downtown Charlottetown Inc. Hockey PEI Murphy's Pharmacies RCMP Red Cross Seniors Active Living Centre Scotia Bank Sport Chek (Power of Sport Program) Timothy's World Coffee |
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Special thanks to all of our clients who made themselves available to be interviewed and photographed for this Annual Report. Your stories are inspirational.

Produced for the PEI Association for Newcomers to Canada

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