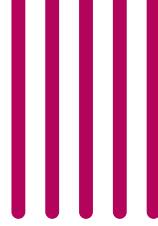
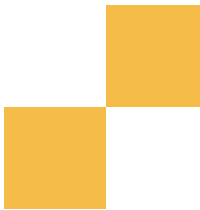
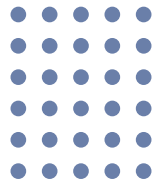


NEW BRUNSWICK
MULTICULTURAL
COUNCIL



CONSEIL
MULTICULTUREL DU
NOUVEAU-BRUNSWICK

Annual Report



Supporting immigrant serving agencies and ethnocultural associations since 1983.



Vision

New Brunswick is home to a thriving multicultural community and serves as a shining example in Canada for inclusivity, growth and prosperity.

Mission

NBMC is dedicated to enriching our communities and enhancing the quality of life in our province. To achieve this, we facilitate the full participation of newcomers and members of the multicultural community in our society.



Our Pillars

1

Voice for Collective Settlement Sector in NB

Advocating for the collective settlement sector in New Brunswick.

2

Provincial Readiness and Sustainability

Ensuring the province's readiness and long-term sustainability.

3

Maximize Sector Resources

Maximizing the efficient use of sector resources.



Years of Impact

NBMC's Journey Towards Unity and Diversity

On March 24, 2023, the New Brunswick Multicultural Council proudly celebrated its 40th anniversary at the Beaverbrook Art Gallery in Fredericton. This event marked a significant milestone in the remarkable journey that NBMC has embarked upon over four decades.

Throughout these 40 years, NBMC has been a tireless advocate for unity, diversity, and inclusivity within our province. It has played a pivotal role in transforming New Brunswick into a closely-knit community, becoming a driving force for positive change.

The event, though significant, was but a reflection of the immense impact NBMC has made over the years, a testament to its enduring legacy of dedication and hard work.

During the celebration, leaders such as Premier Blaine Higgs and Minister Arlene Dunn acknowledged the pivotal role NBMC has played in creating an inclusive and respectful environment. They emphasized the importance of fostering diversity and inclusivity in New Brunswick, applauding NBMC for its unwavering commitment to this cause.

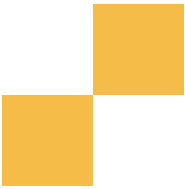
One of the highlights of the event was NBMC's announcement of a substantial partnership with UNI Financial Cooperation. Together, we aim to establish a scholarship program that will make education more accessible for international students in New Brunswick.

This celebration served as a platform for communities to come together, share their unique cultural experiences, and gain insight into the extensive work accomplished by NBMC within our province. Attendees also had the opportunity to connect with fellow community members who have been a part of this incredible journey.

As we reflect on 40 years of unwavering commitment, NBMC remains steadfast in its mission to promote unity, diversity, and inclusivity within our province. The event served as a reminder of the remarkable work that has been accomplished and the bright future ahead, enriching our communities and enhancing life in New Brunswick through diversity.

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Message From the President

For 40 years, NBMC has been at the forefront of championing diversity and inclusion in the province. We have been a catalyst for communities to come together and share their unique cultural experiences. By fostering cross-cultural understanding and promoting a more vibrant and united New Brunswick, NBMC plays a critical role in empowering newcomers and communities to fully participate in all aspects of life in the province, while promoting the values of diversity, inclusion, and mutual respect.

As the umbrella organization for our Member agencies, we work collaboratively, share expertise and align our voices to influence policymaking bodies to ensure decisions made incorporate the changing demographic of the province.

New Brunswick has established a commendable target to reach a total population of 1 million by the year 2040. A key component of the strategy to achieve this target will be a continued focus on immigration. While the attraction of newcomers to choose New Brunswick as their home is the starting point, the retention of the newcomers is the key driver to achieving this objective. NBMC and its Members will continue to play a crucial role in ensuring every new member of the New Brunswick family feels at home here.

To ensure NBMC is well positioned for the growth of our Province, a new General By-Law was implemented and supported by a call for Board Directors. In addition to nominations from NBMC Constituent Members, there was a call for public nominations to ensure the future Board composition would reflect the required competencies to lead NBMC during this time of heightened focus and growth in the sector. This new Board is comprised of

dynamic individuals who share NBMC’s mission of promoting and celebrating the diverse cultures of New Brunswick. They bring a wealth of experience, knowledge and passion for diversity and inclusion to NBMC. I am pleased to share that on March 23, 2023, Karen Hachey was elected to the role of Board Chair of the NBMC Board of Directors. With Karen’s extensive knowledge of the Sector and her background, she will bring strong leadership and vision to the New Brunswick Multicultural Council. To assist with the transition of the new Board, I will remain on the Board in the capacity of Past Board Chair.

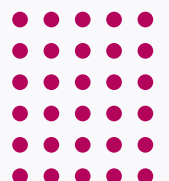
We recognize that only through collaboration and collective action will we have an impact commensurate with our mission. This is why we are pleased to participate in the Deputy Minister Committee on Immigration, which brings NBMC and key provincial stakeholders together to engage with a focus on the province’s population growth agenda.

We would like to extend our gratitude to our funders and partners for enabling us to promote our shared vision of making New Brunswick a home for everyone.

Lastly, I would like to express my thanks and appreciation to the Board and the staff of NBMC for their support during my tenure as Board Chair. It has been a true honor and privilege to serve as NBMC’s Board Chair and to play a role in promoting diversity and inclusion in New Brunswick.

Moncef Lakouas

NBMC PRESIDENT





Message From the Founding President

This year the New Brunswick Multicultural Council (NBMC) celebrated its 40th anniversary. This is a remarkable accomplishment. It speaks to this organization’s relevance, resolve, and resilience.

Four decades ago, the leadership of the three city multicultural associations that existed at that time came together to launch a provincial multicultural organization. These three organizations were the Multicultural Association of Fredericton (MCAF), the Multicultural Association of the Greater Moncton Area (MAGMA), and the Multicultural Association of Saint John (MCASJ).

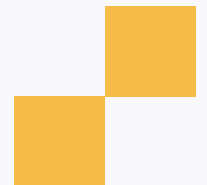
The purpose of this new multicultural institution would be to articulate the hopes and aspirations as well as the problems and concerns of the multicultural community of New Brunswick to the provincial and the federal government as well as building a network of settlement agencies to support newcomers to our province. Fast forward to the present time and multicultural organizations have sprung up with the assistance of NBMC across New Brunswick from East to West and North to South. All our current 17 organizations serve the multicultural community of New Brunswick in each major city, town, and county of this Province.

The vision to launch the NBMC in 1983 embraced the need to articulate the benefits of immigration and multiculturalism for all New Brunswickers. To create welcoming communities for immigrants and refugees. To advocate for equity, inclusion, and diversity. To promote the appointment of deserving multicultural residents to serve on municipal, federal, and provincial agencies, boards, and commissions.

In effect, the overarching mission for NBMC has always been to empower the multicultural community of our Province to contribute towards building a more inclusive, vibrant, dynamic, prosperous, equitable, and welcoming New Brunswick.

Constantine Passaris, Ph.D., O.N.B.

FOUNDING PRESIDENT OF NBMC



NBMC Team

2022 – 2023



Maura McKinnon
Executive Director



Ginette Gautreau (Departed)
Executive Director



Arianne Melara Orellana (Departed)
Director of Programs and Policy Development



Olive Ozoemena (Departed)
Director of Newcomer Employment Initiatives



Madeleine Whalen (Departed)
Director of Member and Stakeholder Engagement



José Poirier
Director Finance and HR



Carmen Budilean
Senior Program Manager



Marion Rey
Senior Program Manager Employment Initiatives



Rufina Ajalie (Departed)
Employer Engagement Lead Immigrant Employment Council



Ashley Anderson
Provincial Project Manager Skills Launch



Michelle Arseneault
Program Manager Rural Settlement Network



Pascale Bellavance (Departed)
Coordinator Rural Settlement Network



Feliks Borshchevskyi
Project Support Rural Settlement Network



Jeremy Bouchard (Departed)
Communications Manager



Jennifer Burley (Departed)
Coordinator Skills Launch Rural



Jared Carney
Project Lead Skills Launch Adult & Head Start to Employment



Zakarya Dahou
Instructor Training and Development



Betty De Asis
Project Support Rural Settlement Network



Caroline Fontaine
Coordinator Rural Settlement Network



Natasha Giroux
Coordinator Culture Connects NB



Hannah Goodwin
Project Lead Rural Employment Language Initiative



Vova Ilevets
Senior Project Lead Customer Relationship Management



Allyson Jackson
Project Lead Skills Launch Youth & The Bridge



Emily Kerry (Departed)
Project Coordinator Imagine NB



Emiliya Krichevskaya
Coordinator Settlement Sector Academy



Kishore Kuchipudi
Coordinator Customer Relationship Management



Nataliia Kukharuk (Departed)
Language Instructor



Laura Leckey (Departed)
Coordinator Settlement Workers in Schools



Wint Lynn (Departed)
Admin and Accounting Coordinator



Josée McDonald
Coordinator Finance and HR



Gordon Mihan (Departed)
Manager Digital Engagement



Joyce Monjimbo
Coordinator Finance and HR



Stephani Montes Izquierdo
Coordinator Women and Gender Initiatives



Ivan Okello
Project Lead Anti-Racism



Kateryna Omelianchenko
Coordinator Ukrainian Community Liaison



Christine Pace
Project Lead Settlement Workers in Schools



Aija Paidere (Departed)
Project Support Rural Employment Language Initiative



Monica Paz (Departed)
Project Assistant in Rural Communities



Shadwa Ramadan
Manager Women and Gender Initiatives



Jessica Ramirez
Coordinator Imagine NB



Dionne Robianes (Departed)
Imagine NB Support



Tim Robichaud
Instructor Rural Employment Language Initiative



Justin Ryan
Program Manager Training and Development



Pablo Serra Costa
Coordinator Sector Enhancement & Member Engagement



Rachel Slipp Coordinator Sector Enhancement & Member Engagement



Leah Stevenson
Coordinator Rural Settlement Network



Dita Zarembo-Galina
Project Support Rural Settlement Network

Funders and partners

We extend our heartfelt gratitude to our esteemed funders and partners for your unwavering trust in the impactful work we undertake. It is through your steadfast commitment to multiculturalism, diversity, and inclusion that we can breathe life into this vision.

We hold your dedication in the highest regard and pledge to invest integrity, unwavering dedication, and a pursuit of excellence into every facet of our work. Your invaluable contributions have played a pivotal role in our mission to create a more inclusive and diverse community, positioning New Brunswick as an appealing destination for individuals and families seeking security, opportunity, and a sense of belonging.

We cherish our partnership with you, as together, we continue to build a stronger and more vibrant province that benefits all.

FEDERAL



Immigration, Refugees and Citizenship Canada

Immigration, Réfugiés et Citoyenneté Canada



Women and Gender Equality Canada

Femmes et Égalité des genres Canada



Atlantic Canada Opportunities Agency

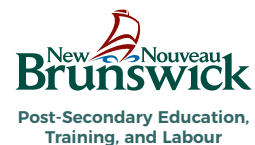
Agence de promotion économique du Canada atlantique



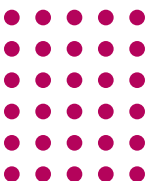
Employment and Social Development Canada

Emploi et Développement social Canada

PROVINCIAL



OTHER



Funding Overview

Schedules to the Financial Statements for the Year Ended March 31, 2023

Schedule of Revenue-Government of Canada		Schedule 1	
	2023	2022	
Immigration, Refugees and Citizenship Canada	\$ 1,542,863	\$ 1,004,015	
Career Pathway Loan Program	-	3,678	
Women and Gender Equality Canada	194,793	42,134	
Employment and Social Development Canada	461,825	934,540	
ACOA	511,796	506,998	
Atlantic Immigrant Career Loan Program	7,077	11,136	
Public Health Agency of Canada	-	3,810	
	<u>\$ 2,718,354</u>	<u>\$ 2,506,311</u>	

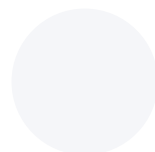
Schedule of Revenue-Province of New Brunswick		Schedule 2	
	2023	2022	
Post-Secondary Education, Training & Labour:			
Employment and Continuous Learning Services	\$ 1,587,105	\$ 1,562,408	
Opportunities New Brunswick (formerly Pop Growth Sec)	1,384,087	586,919	
Education and Early Childhood Development	106,851	30,251	
Intergovernmental Affairs	-	5,000	
	<u>\$ 3,078,043</u>	<u>\$ 2,184,578</u>	





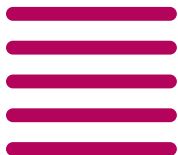
Schedules to the Financial Statements for the Year Ended March 31, 2023

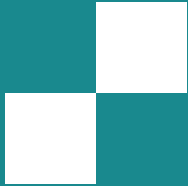
Program Costs	Schedule 3	
	2023	2022
Costs incurred directly by sites:		
Participants	\$ 27,097	\$ 17,793
Administrative	126,157	112,557
Wages and benefits	961,490	758,687
Dependant care	7,108	52,566
Other project costs	36,072	39,818
Rent	102,569	94,871
Travel and meetings	21,868	18,328
Overhead	30,260	25,186
Professional development	-	8
Childcare	25,957	27,314
Materials and supplies	30,117	14,620
Client transportation	3,547	5,127
Delivery assistance	11,418	27,623
Professional and consulting fees	28,573	29,499
Publicity and advertising	5,890	3,524
Non-recoverable HST	<u>17,227</u>	<u>12,863</u>
	1,435,350	1,240,384
Skillslink participants	563,262	519,110
Dependant care	5,428	10,927
Honoraria	400	-
IEN participants	163,560	42,448
Special airfare project	<u>403,457</u>	<u>-</u>
	<u>\$ 2,571,457</u>	<u>\$ 1,812,869</u>



Statement of Operations for the Year Ended March 31, 2023

Revenue	2023	%	2022	%
Government of Canada (Schedule 1)	\$ 2,718,354	46.0	\$ 2,506,311	53.3
Province of New Brunswick (Schedule 2)	3,078,043	52.1	2,184,578	46.5
Immigrant Employment Council of BC	68,305	1.2	-	-
Other income	39,773	0.7	9,128	0.2
Gain on disposal of capital assets	790	-	850	-
	<u>5,905,265</u>	<u>100.0</u>	<u>4,700,867</u>	<u>100.0</u>
Expenses				
Advertising and promotion	92,726	1.6	56,181	1.2
Amortization	33,893	0.6	24,983	0.5
Computer supplies and support	80,660	1.4	100,060	2.1
Consultant fees	324,784	5.5	527,056	11.2
Insurance	3,061	0.1	3,326	0.1
Interest and bank charges	6,608	0.1	3,608	0.1
Miscellaneous	10,241	0.2	5,741	0.1
Non-recoverable HST	76,069	1.3	63,175	1.3
Office	116,514	2.0	50,931	1.1
Professional development	2,907	-	13,664	0.3
Professional services	23,493	0.4	18,724	0.4
Program costs (Schedule 3)	2,571,457	43.4	1,812,869	38.6
Project and covid supplies	17,441	0.3	35,184	0.7
Rent	62,503	1.1	47,742	1.0
Telephone and utilities	16,860	0.3	22,053	0.5
Translation, interpretation, audio visual	181,147	3.1	92,708	2.0
Travel and conferences	318,544	5.4	151,273	3.2
Wages and employee benefits	2,011,267	34.0	1,275,673	27.1
Recoveries of costs billed to sites	(9,479)	(0.2)	(15,373)	(0.3)
	<u>5,940,696</u>	<u>100.6</u>	<u>4,289,578</u>	<u>91.2</u>
Excess of revenue (expenses) for the year	<u>\$ (35,431)</u>	<u>(0.6)</u>	<u>\$ 411,289</u>	<u>8.8</u>





PROJECTS OVERVIEW

Member Initiatives



MEMBER INITIATIVES



Settlement Sector Academy (SSA)

For member agencies across the province, having online access to innovative, relevant, and well-researched learning resources is of paramount importance. It ensures that they can continually enhance their skills and knowledge, positioning them to provide newcomers with the essential resources for successful integration into New Brunswick. The Settlement Sector Academy (SSA) platform is meticulously designed to bolster the capacity of our members, enabling them to deliver high-quality services by leveraging technology for easy access to tools, resources, e-learning modules, and video coaching. This accessibility is particularly crucial for our members who serve in rural, remote, and Francophone centers, where accessing resources may pose greater challenges.



The SSA Comprises Three Virtual Components:

Learning Hub: This platform houses NBMC’s e-learning courses, including ‘Settlement 101’ (an introduction to the settlement sector for those in the sector), ‘Volunteer 101’ (an introduction for volunteers), and our award-winning ‘Intercultural Competency Training: Culture Connects.’

Networking: This platform connects employees of NBMC’s member agencies with one another and external subject matter experts.

Resources: A section of NBMC’s website dedicated to hosting various resources, such as manuals and worksheets, intended to support NBMC’s member agencies in their work.

Program Impact

- E-learning courses offered to staff and volunteers of member agencies.
- A networking platform fostering connections within the sector and linking individuals with experts from various fields.
- Streamlined onboarding processes for new employees and volunteers at member agencies.
- Access to a treasure trove of valuable resources for our member agencies

SSA in 2022 – 2023



Bilingual Courses



Professional Development Days



Participants in the Courses



Subscribers to the Networking Platform



Participants in the Mental Health Forum

MEMBER INITIATIVES

Sector Enhancement and Member Engagement

Membership offers a multitude of benefits! NBMC’s Sector Enhancement and Membership Engagement initiative is dedicated to comprehending the needs of our valued members and addressing those needs through various initiatives. These include in-person consultation days with subject matter experts, opportunities for professional development both in-person and online, and regular meetings for executive directors.

As New Brunswick’s immigration targets continue to rise, there is a growing demand for supporting the province’s settlement sector with pertinent and timely resources, professional growth avenues, and opportunities for networking and collaboration.

Through the Sector Enhancement and Member Engagement project, settlement agencies and ethnocultural associations receive essential information, tools, resources, and networking opportunities. These assets are instrumental in enhancing the integration, inclusion, and retention of newcomers within their respective communities. Effective communication within the settlement sector is fostered by initiatives like the Annual Member Tour and the NBMC Member Newsletter.

These platforms facilitate open discussions, information exchange, and collaboration, thereby strengthening the bonds among our members. Our ultimate goal is to optimize the settlement sector’s capacity to effectively cater to newcomers.



Project Impact

- Provision of strategic training and professional development opportunities to professionals in the settlement sector throughout the province.
- A unified voice for our members, both within and beyond NBMC.
- Increased prospects for cross-collaboration and concerted efforts to address sector-specific challenges.



MEMBER INITIATIVES



Rural Settlement Network (RSN)

New Brunswick’s communities, both rural and urban, possess their own unique charm, and offer newcomers a range of choices for where they decide to establish their new home. The Rural Settlement Network (RSN) has been crafted to ensure that the rural regions of our province are equally as equipped to provide newcomers with the support and services necessary to enhance their settlement experience.

Launched in the spring of 2020, the RSN represents a five-year pilot project with the aim of bolstering settlement services in smaller rural centers and enhancing the quality and consistency of services available to newcomers in these communities.

It embodies a collaborative approach geared towards fostering community connections and improving the settlement, integration, and overall well-being of newcomers in small towns.

This program unites settlement agencies in seven rural and Francophone centers, namely Sussex, Miramichi, Chipman, Campbellton, the Acadian Peninsula, Saint-Quentin, and Kent County.

NBMC takes on the role of providing coordination, training, materials, and the development of tools and resources, all aimed at enhancing the quality and accessibility of settlement services to ultimately improve newcomer retention across the province.



Project Impact

- Expansion of services available to newcomers.
- Enhanced administrative effectiveness and increased capacity in rural agencies.
- A heightened focus on employment-related services, client-centered family support, and strengthening community connections.
- Improved efficiency in communication and information-sharing among communities.

RSN in 2022 – 2023



Participating Members



NBMC Sites



Retreats



Beneficiaries

MEMBER INITIATIVES

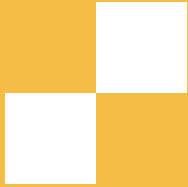
Customer Relationship Management (CRM)

Given New Brunswick's growing immigration ambitions, it is imperative that the tools and processes used in the management of the settlement sector can effectively handle vast amounts of data. The CRM project represents a crucial digital transformation initiative aimed at enhancing the settlement sector in New Brunswick. Its primary objectives are to streamline daily operations and reporting for settlement agencies and to provide valuable data to funders and key government departments, thereby enabling more informed and data-driven decision-making.

Since its launch in April 2022, the CRM has demonstrated significant success and tremendous potential. Its initial rollout to two member agencies, the Saint John Newcomer Centre and the Multicultural Association of Sussex, received positive feedback and led to improved service delivery to clients. Building on this success, we are currently in the process of expanding the CRM to encompass all remaining settlement agencies, fostering collaboration and coordination within the settlement sector.

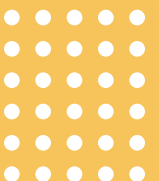
Looking ahead, the CRM platform is expected to have a profoundly positive impact on settlement services. It will achieve this by offering a comprehensive database and robust features that empower agencies to provide tailored support and effectively track client progress. Additionally, its capacity to provide macro-level data to key government partners, such as Working NB and Opportunities NB, will facilitate decision-making that supports targeted programs designed to assist newcomers in seeking employment or skills training.



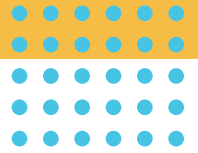


PROJECTS OVERVIEW

Youth



YOUTH



Imagine NB

New Brunswick is privileged to be the home of hundreds of newcomer youth, each bringing their unique talents, aspirations, and vibrant spirit. These qualities enrich New Brunswick today and hold the promise of an even brighter future. NBMC’s commitment to newcomer youth is to create spaces and opportunities that enable them to evolve into confident and capable leaders. We firmly believe that investing in newcomer youth yields a sustained and positive impact on all communities.

Imagine NB is a bilingual and intensive intercultural leadership accelerator program designed to nurture the ideas, talents, and passions of newcomer youth. Over the course of a year, Imagine NB participants engage in a dynamic blend of weekend retreats and virtual sessions. These sessions delve into diverse topics and explore prominent economic and social sectors within the province.

Throughout this journey, participants not only gain valuable leadership skills but also discover the wealth of opportunities that New Brunswick has to offer. They explore new regions and collaborate as a cohesive team. Moreover, the program pairs each participant with a mentor from their community, fostering long-term, mutually beneficial mentoring relationships.

Before graduating from the Imagine NB program, the youth undertake individual community projects, marking the inception of their leadership portfolios. These projects have already begun to make a tangible difference in our communities, with initiatives such as recycling programs and youth tutoring and mentorship programs emerging as successful outcomes.



Project Impact

- Empowerment of newcomer youth, equipping them with leadership skills and opportunities.
- Establishment of a collaborative network involving stakeholders and mentors.
- Enhanced prospects for retaining youth within our communities, further contributing to New Brunswick’s growth and prosperity.

Imagine NB in 2022 – 2023



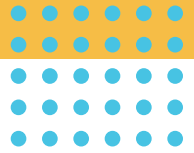
Participants



Retreats



Mentors



The Bridge

One of the pivotal factors contributing to the successful integration of newcomers, and ultimately their retention, is the ability to secure meaningful employment. For newcomer youth lacking prior professional experience, it becomes imperative to acquire the skills, aptitudes, and knowledge necessary to enter the labor force successfully.

The Bridge represents an up-skilling experiential learning program tailored for newcomer youth in anglophone high schools across New Brunswick. This innovative initiative serves as a pathway that addresses the essential skills required for a seamless transition into the labor force.

The program extends its invitation to newcomers aged 16-20, particularly those for whom English is not their first or home language. The Bridge offers specialized skills-based training, equipping youth with the tools and resources required to integrate into the workforce and their newfound community.

In addition to intensive language training and workplace skills instruction, participants have the opportunity to gain gradual workplace experience within New Brunswick. In collaboration with the EECD anglophone district, those who engage with The Bridge program earn high school credits toward their graduation.

Project Impact

- Specialized skills-based training, invaluable workplace experience, and language training.
- Fostering community integration and enhancing retention.
- Facilitating a successful transition from high school to the labor force, thereby empowering newcomer youth to contribute meaningfully to New Brunswick’s growth and prosperity.

The Bridge in 2022 – 2023



Participants



Sites (Fredericton,
Moncton & Saint John)



Hours Per Week
(During School Year)



Learning
Facilitators



EECD
Coordinators

YOUTH

Skills Launch Youth

When young newcomers arrive in New Brunswick, it is essential that they receive the necessary guidance for their employment journey. Their ability to secure suitable employment and envision clear career prospects is paramount to their desire to establish roots in the province.

Skills Launch Youth is a comprehensive program dedicated to supporting and guiding newcomer youth between the ages of 18 and 30 along their career paths. This initiative blends experiential learning with workplace experience, providing participants with invaluable insights into occupational and sector-specific orientations, essential workplace skills, and supportive work placements. Beyond that, the program serves as a guiding light for newcomers as they embark on their journey to learn, explore, and succeed in New Brunswick, helping them turn their Canadian job aspirations into reality.

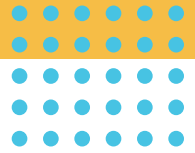
Skills Launch Youth is designed to set its participants on the path to either full-time employment or further education and training. Those engaged in the full-time program gain a deep understanding of Canadian workplaces and the local labor market, refine their job search and interview skills, study language tailored to their career goals, receive wellness coaching, and gain invaluable local work experience through paid job placements.



Project Impact

- Offering in-class instruction and employment placements that develop and enhance skills.
- Facilitating the integration of newcomers into the labor market and post-secondary education, thereby empowering them to build successful careers and contribute to New Brunswick’s growth and prosperity.





Settlement Workers in Schools (SWIS)

In light of the diverse opportunities available across all regions of New Brunswick, an increasing number of families are choosing to settle in our rural communities. Immigrating as a family poses unique challenges. While parents navigate the complexities of adapting to a new social and professional environment, their children encounter obstacles in adjusting to a different educational system. It is crucial to provide the necessary support to facilitate their adaptation into their new home.

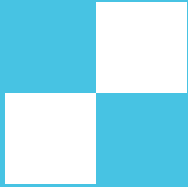
This vital support for newcomer students is furnished through the SWIS program, operating in five rural communities across New Brunswick. The program serves as a guiding light, aiding students and their families in their transition into local schools and the broader community. SWIS accomplishes this by offering essential resources, information, and orientation sessions to help them navigate the Canadian school system seamlessly.

Moreover, the SWIS program extends its reach by providing general intercultural training for classes of newcomer students and assisting educators in creating a safe and welcoming environment for these students.

Program Impact

- Ensuring that families in rural areas receive adequate support for their successful integration significantly enhances their likelihood of remaining in the province, contributing to the growth and vibrancy of our communities.





PROJECTS OVERVIEW

Employment



EMPLOYMENT

Skills Launch Adult

For mature newcomers (aged 30+) arriving in New Brunswick, the pursuit of suitable employment is a pivotal factor in determining their ability to establish roots in the province. What sets them apart is their wealth of prior work experience. However, they seek guidance on how to leverage this experience to transition into the local workforce and unlock their full potential.

Skills Launch Adult emerges as a pivotal employability program designed explicitly to eliminate the barriers that mature newcomers encounter when entering the labor market. This bilingual program is delivered in two parts, offered in Fredericton, Moncton, Saint John, Bathurst, and virtually for rural newcomers. The program initiates with 12 weeks of in-class training, encompassing workplace essential skills, English as an additional language, health and safety certifications, career exploration, and comprehensive training in Canadian workplace culture. Following this intensive training phase, participants embark on a 12-week paid work placement, where they put their newfound skills into practice.



Project Impact

- Realization of full or part-time employment opportunities for an impressive 85% of program participants.
- Recognition and appreciation of newcomer talent by employers, fostering a dynamic workforce.
- Acting as a catalyst for remarkable long-term retention rates, thus contributing to the province’s ongoing growth and prosperity.

Skills Launch Adult in 2022 – 2023



Cohorts



Participants

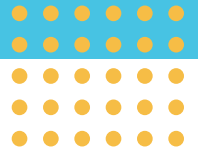


Weeks of In-Class Training



Weeks of Paid Work Placement

EMPLOYMENT



Head Start to Employment

Much like Skills Launch, Head Start to Employment stands as a program designed with the primary objective of facilitating the smooth transition of newcomers into the New Brunswick workforce. This highly successful program adopts a personalized, one-on-one approach, specifically tailored for newcomers in the Fredericton, Moncton, and Saint John areas who may be encountering barriers to employment or education.

Our dedicated navigators engage with each newcomer to identify their unique challenges and barriers, subsequently guiding them to the appropriate community resources. In addition, our navigators provide direct assistance with resume building and the enhancement of interview skills. An integral aspect of the program's success lies in the navigators' ability to establish extensive professional networks comprising employers and community organizations.

Project Impact

- Remarkably, the program has achieved a substantial 50% success rate in assisting participants to attain full-time employment or enroll in full-time post-secondary studies within just one year.
- Employers have come to recognize and appreciate the remarkable talent among newcomers.
- The program has a demonstrably positive impact on long-term retention rates, contributing significantly to the province's ongoing growth and prosperity.

Small and Medium Enterprise (SME) TalentReach

Employment serves as the cornerstone for the long-term stability of newcomers. There exists a pressing need for heightened employer awareness regarding the recruitment of newcomers into their organizations. The synergy between employers and newcomer talent not only benefits the newcomers but also holds immense potential for employers in their respective pursuits.

The SME TalentReach project is tailor-made to directly confront local workforce challenges. This program coordinates a series of design labs—workshops crafted specifically for Small and Medium Enterprises (SMEs).

Within these labs, employers are provided with a platform for active engagement in brainstorming and strategizing sessions, all geared towards the effective recruitment, hiring, and retention of newcomer talent. Through collaborative efforts, participants collectively analyze the unique challenges of the labor market and conceive creative solutions customized for New Brunswick's needs. This joint endeavor significantly contributes to the growth and prosperity of our province.

Project Impact

- Propositions to resolve issues related to accessing, hiring, and retaining newcomer talent, thereby enhancing the workforce.
- Heightened engagement and collaboration among SME employers.
- A positive social and economic transformation achieved through the seamless integration of newcomers into the provincial job market, fostering a more vibrant and dynamic community.

EMPLOYMENT

Rural Employment and Language Initiative (RELI)

As New Brunswick continues to grow, the active participation of rural communities in the province’s development becomes increasingly vital. Therefore, ensuring that newcomers in our rural communities receive the essential support for a successful integration holds paramount importance.

RELI represents an 11-month program designed to assist newcomers settling into rural areas, providing them with a comprehensive foundation. This program encompasses pre-employment English language classes, workshops focused on employment preparation, and engaging community connection activities. These activities help newcomers explore their new environment and establish meaningful connections with people in their new community.

Currently, RELI is available at two locations: the Multicultural Association of Sussex and RSN-Grand Lake, catering to the needs of newcomers who require language skills support to take their first steps into rural community life.



Project Impact

- Substantial improvement in English language proficiency achieved through in-person English classes.
- Enhanced employment readiness attained through workshops and connections with local employment support resources.
- Facilitation of community integration, fostering a deeper understanding of the rich offerings of rural living through local site visits, volunteering opportunities, and various engaging activities.



RELI in 2022 – 2023



Participants



Countries of Origin



Program Completion Rate



Participants Employed by End of Program



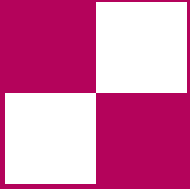
Workshops



Cultural Events



Instructors



PROJECTS OVERVIEW

Intersectionality and Community Initiatives



INTERSECTIONALITY AND COMMUNITY INITIATIVES

RePRESENT NB

Diversity and inclusion serve as the cornerstones of the NBMC’s work. We firmly believe that everyone, at every level, has a role to play in our society. That’s why our RePRESENT NB program is dedicated to providing newcomers and racialized individuals in New Brunswick with the skills and training required to actively participate on Boards, Agencies, Commissions, and Committees (BACCs) of various organizations.

Through a series of retreats, we bring together a diverse group of individuals from immigrant and racialized backgrounds. These gatherings serve as a platform for learning, networking, and showcasing what leadership means to them and their broader communities. In addition to these efforts, RePRESENT NB conducts comprehensive research and offers anti-racism training to numerous organizations across New Brunswick

Project Impact

- **Equity:** Our commitment to nurturing the potential of newcomers and people from diverse racial and ethnic backgrounds stems from the belief that everyone deserves equal opportunities to contribute to shaping the future of New Brunswick.
- **Belonging:** By harnessing the diverse talents and skills within our communities, newcomers and people from diverse racial and ethnic backgrounds actively participate in shaping the future of New Brunswick.
- **Representation:** We are dedicated to building equitable communities by creating opportunities for diverse representation in decision-making circles. We firmly believe in the transformative impact of fostering leadership that authentically reflects the vast diversity of New Brunswick’s communities.



RePRESENT NB in 2022 – 2023



Participants



Retreats



Cities

INTERSECTIONALITY AND COMMUNITY INITIATIVES

IMVisible NB

Abuse, mistreatment, or neglect by a domestic/intimate partner can occur in any relationship, irrespective of sexual orientation, culture, or socioeconomic background. Unfortunately, many systemic barriers often hinder those affected from accessing the support they desperately need. Non-status, Refugee, and Immigrant (NSRI) women, in particular, face unique and compounded challenges. Language barriers, cultural traditions, gender expectations, and a lack of social networks are just a few of the obstacles conspiring to keep them isolated and invisible.

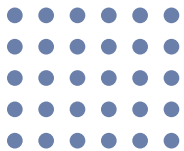
The IMVisible NB program is dedicated to empowering NSRI women experiencing Domestic/Intimate Partner Violence (DIPV) by connecting them with the DIPV sector for access to appropriate services and resources.

IMVisible NB adopts a multi-faceted approach, with a strong emphasis on collaborative initiatives involving local partners, including emergency shelters. Furthermore, IMVisible NB conducts comprehensive assessments to address intersectional barriers, devises prevention strategies rooted in inclusive feminism and gender parity and fosters cross-sector cooperation. The program places a priority on providing comprehensive staff training in cross-cultural communication and anti-racism, tailoring resources and outreach to enhance engagement with immigrant women.



Project Impact

- Enhancement of culturally integrative capacity, tools, training, skills, and resources within the DIPV sector.
- Improvement in the conditions of NSRI women impacted by DIPV.
- Heightened awareness regarding the barriers faced by NSRI women in accessing essential services and resources.



IMVisible NB in 2022 – 2023



Awareness Raising Sessions



Attendees to the Awareness Sessions



Newcomer Women Connected to Appropriate Services



Copies of the "Personal Journey Booklet" Distributed to Explain Prevention Support System



Copies of Resources List Distributed

INTERSECTIONALITY AND COMMUNITY INITIATIVES

Culture Connects

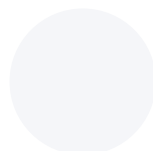
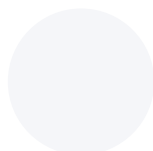
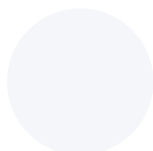
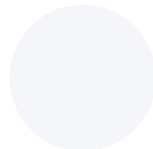
The demographic composition of New Brunswick is undergoing a significant transformation, becoming increasingly rich in diversity. In light of this evolving landscape, it is crucial that we learn to adapt. The challenge lies in the fact that culture is not something we are born with but something we are born into, rendering many cultural norms and rules entirely subconscious.

Enter Culture Connects, NBMC’s award-winning Intercultural Competency Training (ICT) program. This bilingual program is delivered in the form of interactive and engaging workshops. It is designed to equip participants, including employers, government officials, healthcare workers, and more, with the perspectives and skills necessary to engage in intercultural interactions while avoiding the pitfalls of unconscious bias.



Project Impact

- Fostering a more inclusive approach in daily interactions—be they social, professional, or otherwise—creates a favorable social climate for New Brunswick. This, in turn, enhances our ability to attract and retain a diverse population, contributing to the enrichment and growth of our province.



INTERSECTIONALITY AND COMMUNITY INITIATIVES

Champions for Cultural Diversity Awards

The Champions for Cultural Diversity Awards (CCDAs) represent a pivotal component of NBMC’s mission to promote immigration as essential to our province’s future. These awards play a crucial role in nurturing a diverse community of champions. By showcasing their stories and highlighting best practices in integrating and celebrating newcomers in our province, these champions serve as exemplars of inclusiveness and a source of inspiration for all New Brunswickers.

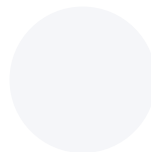
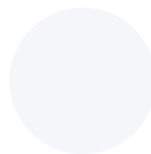
Since 2016, we have had the privilege of receiving a wealth of nominations from every corner of New Brunswick. Through these awards, NBMC has had the distinct honour of identifying and recognizing exceptional leaders who embody an unwavering dedication to fostering cultural diversity throughout our province. These awards align perfectly with our mission and vision, acknowledging both individuals and organizations that actively promote multiculturalism and contribute to the flourishing of our community.

For this year’s award ceremony, we proudly presented Legacy Awards to Ms. Madhu Verma and Dr. Ralph D. Thomas in recognition of their lifetime achievements in multiculturalism.

Ms. Verma’s unwavering passion for volunteering and activism has led her to serve on the boards of numerous local, provincial, and national organizations. She is also a founding member of NBMC, the Asian Heritage Society of New Brunswick, and various other cultural organizations.



Dr. Thomas, a founding member of the New Brunswick Black History Society, has dedicated his time to serve on the boards of several non-profit organizations. Throughout his illustrious career, he has been recognized as a courageous leader, receiving prestigious honours including the Queen Elizabeth II Golden Jubilee Medal, the YMCA Peace Medal, and the Toastmasters Communications and Leadership Award.



INTERSECTIONALITY AND COMMUNITY INITIATIVES

The Ukrainian Settlement Supports and Communication Coordination Initiative

The ongoing War in Ukraine has forced countless individuals to seek refuge in safer regions. For Canada, particularly New Brunswick, it is a natural response to express solidarity with the people of Ukraine by offering our hospitality and support.

At NBMC, we have established the Ukrainian Settlement Supports and Communication Coordination Initiative, dedicated to creating and maintaining essential communication and support systems for Ukrainian newcomers in New Brunswick. This initiative is committed to empowering Ukrainian newcomers with vital information and tools through enhanced workshops, fruitful collaborations, research initiatives, and informative webinars.

Furthermore, the project is developing a cultural sensitivity training program for educators and hosting multiculturalism and networking workshops for the newcomers. These endeavors are specifically designed to ensure a seamless transition and successful settlement experience for those arriving in New Brunswick.

Project Impact

- Enhanced coordination of settlement services to address the unique needs of displaced Ukrainians.
- Improved communication through the establishment and management of a central communication hub, facilitating timely and accurate information sharing and resource development.
- Encouraging community integration.
- Offering a sensitivity training program for educators, equipping them with conflict resolution tools and a deeper understanding of cultural nuances.
- Gaining deeper insights into the needs of newcomers to better tailor support and assistance.



Ukrainian Support in 2022 – 2023



General Information Sessions



Professional Information Sessions



Surveys on the Settlement Experience of Ukrainians in NB



Webinar With the Canadian Revenue Agency

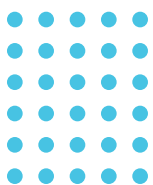
Advocacy

On Access to Medicare

While many New Brunswickers are acutely aware of the imperative need for systemic change to address the challenges plaguing our healthcare system and overall well-being, the challenges newcomers face when trying to access Medicare are not as widely recognized. This has remained a significant concern among newcomers and agencies serving newcomers for an extended period.

In response to these concerns, NBMC commissioned a comprehensive study to delve into the obstacles and root causes underlying the ongoing issues related to newcomers' access to timely healthcare. After rigorous examination, a detailed report brimming with recommended solutions was compiled and presented to various community partners, including those within Service New Brunswick and the Healthcare Sector. Among these recommendations, the report highlights the need for improved communication between the Department of Health and its diverse stakeholders, fostering greater awareness among newcomers. Additionally, it advocates for refining the application experience to provide greater clarity and transparency.

We are unwavering in our commitment to continue working hand in hand with our partners and all relevant stakeholders to ensure that newcomers no longer encounter these difficulties when seeking access to Medicare. Our aim is to create a healthcare system that is truly accessible and inclusive for all.

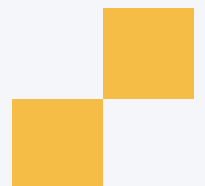


On Systemic Racism

As New Brunswick undergoes a profound transformation into a more multicultural and ethnically diverse society, our role in addressing systemic racism becomes increasingly pivotal in ensuring that all newcomers find a sense of belonging in their new communities and actively participate in shaping our society. Programs such as NBMC's RePRESENT NB, which prepares newcomers for civic leadership roles, assume an even more significant role. We have been advocating for systemic changes through collaborative efforts with our Member agencies, WorkingNB, and Opportunities NB.

We firmly believe that employers should possess the awareness necessary to confront instances of systemic racism within their workplaces and have access to the tools and resources required to cultivate a safe, respectful, and inclusive work environment for all.

While NBMC provides anti-racism training, we remain committed to advocating at the provincial level for the eradication of systemic racism in our province. We are resolute in our commitment to collaborate with all government departments and partners to advance the immigration sector, removing systemic barriers and eliminating systemic racism.



Scholarship for International Students

As we cast our gaze toward the future and recognize the growing need for highly educated individuals to bolster our workforce, international students emerge as key contributors to strengthening New Brunswick's labor pool. Nevertheless, we are acutely aware that international students often face limited eligibility when it comes to applying for scholarships and are not entitled to participate in summer employment programs.

In collaboration with UNI Financial Cooperation, another stalwart organization dedicated to enhancing the well-being of New Brunswick, NBMC is proud to introduce a groundbreaking scholarship program designed to bridge this gap faced by international students. This partnership promises to yield a substantial and positive impact on the lives of international students who choose New Brunswick as their destination for higher education. The scholarship will provide financial support to recipients, enabling them to pursue their studies and realize their dreams. We firmly believe that this initiative will not only assist these students but also attract more international scholars to New Brunswick, enriching the cultural diversity of our province and fortifying our economy.

NBMC Staff Receive Top Honours



Shadwa Ramadan: Queen Elizabeth II Platinum Jubilee Medal

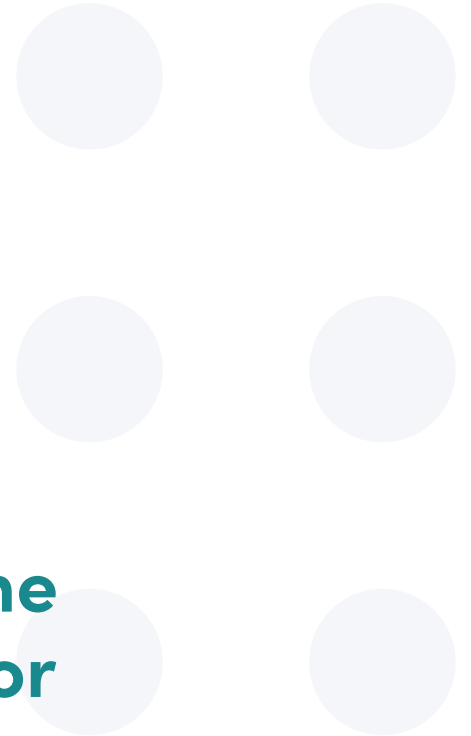
Shadwa Ramadan, Manager for Women and Gender Initiatives, has been honoured with the prestigious Queen Elizabeth II Platinum Jubilee Medal. This award acknowledges her exceptional qualities and outstanding service to our province. It is reserved for individuals within New Brunswick who have made a significant and lasting contribution to Canada, New Brunswick, their community, or their fellow citizens. We extend our heartfelt congratulations to Shadwa and hope that her dedication and enthusiasm will continue to serve as an inspiration to others, furthering our mission to make New Brunswick a better place for all.



Justin Ryan: Diversity and Inclusion Champion

Justin Ryan, Program Manager for Training and Development at NBMC, had the privilege of accepting the inaugural Diversity and Inclusion Champion award on behalf of NBMC from Innovate NB. This prestigious award recognizes NBMC's pioneering efforts in developing cutting-edge training approaches to foster inclusion for culturally-diverse individuals in New Brunswick.

It celebrates forward-thinking individuals, organizations, or initiatives that have demonstrated leadership in creating and promoting diversity and inclusion, thus improving the overall environment for employees, customers, partners, and the community.



Message From the Executive Director

As we reflect on the past year and eagerly anticipate the future, I am deeply humbled by the remarkable progress we have achieved in furthering our mission. We are in a constant state of growth and evolution, and it serves as a poignant reminder of the unique role multiculturalism plays in building vibrant communities here in New Brunswick.

Our province is a beautiful mosaic of cultures and traditions, united by a shared commitment to shape a brighter future for all. I have always cherished the natural beauty of our province, the warmth of its people, and the tapestry of diverse cultures that enrich our lives. I firmly believe that our diversity is one of our greatest assets, and I consider it a privilege to lead an organization devoted to fostering inclusive communities where everyone can flourish.

NBMC has remained steadfast in making a positive impact on the lives of newcomers and long-standing residents, including those in our rural communities across the province. With the invaluable collaboration of our Member agencies and community partners, both urban and rural, we continue to promote intercultural understanding and confront systemic barriers to inclusion. As we cast our gaze toward the future, we are resolute in our commitment to expand our reach and ensure that every individual in New Brunswick receives the support they require.

Looking ahead, I am exceedingly optimistic about the future of NBMC and the enduring influence we will exert within our communities. Our voice within the settlement sector, advocacy efforts, and contributions to provincial readiness in achieving

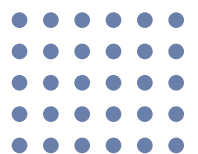
newcomer retention targets all hold immense promise. Working alongside our diverse partners, we aim to amplify the impact of our collective endeavors.

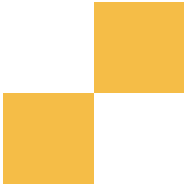
I wish to take a moment to convey my profound gratitude to all those who have made our work not only possible but impactful. Whether you are dedicated partners, generous donors, or hardworking volunteers, it is your unwavering support that has propelled our mission and kept us moving forward. The celebration of our 40th anniversary was a particularly joyous occasion, underscoring the strength of diversity and community. This milestone event served as a poignant reminder of how far we have come and the monumental achievements we have realized together.

To the remarkable NBMC team and Board, I am privileged to be a part of such a dedicated and talented group of individuals. Each of you is committed to a common goal of forging more inclusive and welcoming communities. I extend my heartfelt thanks for your unwavering dedication to our mission. Your passion and tireless efforts continue to make a tangible difference in the lives of newcomers to New Brunswick, and we are immensely proud to have you as integral members of our team.

Warm regards,

Maura McKinnon,
EXECUTIVE DIRECTOR





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Conseil multiculturel du Nouveau-Brunswick



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