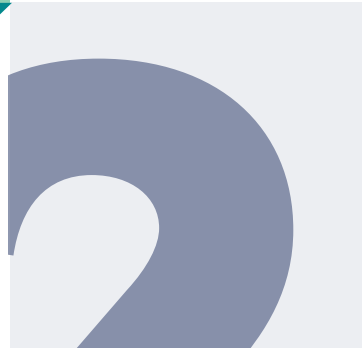


IMPACT REPORT

2021 - 2022



NEW BRUNSWICK
MULTICULTURAL
COUNCIL



Supporting
immigrant serving
agencies and
ethnocultural
associations
since 1983.



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MESSAGE FROM THE PRESIDENT

By all measures, New Brunswick is growing. Our province is currently home to approximately 800,000 people. Last year alone, 15,000 people arrived and settled in our cities, towns, and counties. The majority of these people come from countries all across the globe.



Moncef Lakouas

Imagine. In the village of Chipman, where approximately 1500 people live, newcomer individuals and families represent 15 different nationalities. Ten years ago, this was merely an aspiration. Now, with a dedicated population growth strategy, and the long journey made by thousands of immigrants, it is a reality.

In many ways, this reality has been formed by a common dream. One shared equally between New Brunswick and its enterprising newcomers. As bold as it is recognizable, the dream is to build and sustain a home that offers security, prosperity, and the resources to help each of us realize our best selves.

But, of course, making dreams come true requires work and commitment. The New Brunswick Multicultural Council remains dedicated to its mission and understands that if we wish to reap the rewards of a growing population, we must continue to invest in the lives of those that invest their lives in our province. In this way, our work is not only in service of newcomers, it is in service of our entire province.

Like New Brunswick, NBMC has experienced a lot of growth and changes over the last year. Our strategy involves seizing opportunities to cultivate new partnerships, bolster the ones we have, and refine our operations and plans for supporting our member agencies, the newcomers they serve, and the communities in which we all live.

This last year has seen the evolution and expansion of flagship programs like Imagine NB, Skills Launch, and Intercultural Communication Training. We have also seen the Rural Settlement Network grow and have established new initiatives focused on anti-

racism and a multi-year project seeking to develop support for non-status, refugee and immigrant women experiencing domestic/intimate partner violence.

Whether advocating for policy reforms, empowering young immigrants to find their voices, or connecting newcomers with employment opportunities, the New Brunswick Multicultural Council impacts our province's social and economic domains.

Central to our impact is a commitment to the *why* of what we do. Stated simply, NBMC is invested in people. This is as true for newcomers as it is for New Brunswickers born and raised here. Our *what* exists and operates in our communities, but our *why* is the communities themselves. More specifically, we do what we do to foster a diverse population that, in turn, cultivates a community with diverse opportunities to thrive.

Measuring the impact of a dream is no easy task. I hope this report will give you insight into how NBMC impacts New Brunswick and the thriving diversity that lives in our communities, and in the hearts and minds of our shared ambition for a better life.

I sincerely thank NBMC's loyal employees, our member agencies, and an ever-growing list of devoted supporters. I also thank our funders and government partners. We are lucky to count each of you as neighbours and humbly promise to populate our collective neighbourhood into a place where dreams can settle, stay, and flourish.

Sincerely,

Moncef Lakouas

NBMC BOARD AND MEMBERSHIP

EXECUTIVE BOARD MEMBERS



MONCEF LAKOUAS
NBMC President



JULIAN RIVA
CCMA President | NBMC Secretary



BIN ZHANG
NBMC 1st VP



BERDIE FISHER
MACC past-president | NBMC Treasurer

BOARD MEMBERS

MOHAMMED ARIF | Life Member

DENNIS GEDEON | Life Member

ASHRAF GHANEM | Life Member

DOREEN KISSICK | Life Member

CONSTANTINE PASSARIS | Life Member

NAREN SRIVASTAVA | Life Member

MADHU VERMA | Chair – AHSNB, Life Member

MARCEL GOGUEN | President – CAFi

ISMAÏL SALAH DINE | President – CAIENA

GINA MORENO | President – FCNB

IBRAHIM FAISAL | President – MRMA

JENNIFER PITRE | President – MACR

KAREN HACHEY | PRUDE President

SANDY LIU | President – MCAF

CAMELIA RADU | President – MAGMA

TANYA EINDIGUER | President – CRNA

YUSUF SHIRE | President – NBAA

MELINDRIA TAVOULARIS | President – RMA

EMIN CIVI | Chair – SJNC

SHILO BOUCHER | Chair – Saint John YM-YWCA Newcomer
Connections

MELISSA CUNNINGHAM | President – MAS

NBMC TEAM

When creating impact, there is nothing more decisive than passionate, determined people looking to make a difference. Thankfully, the New Brunswick Multicultural Council has consistently attracted team members with a passion for helping others. Our mission drives what we do, but our staff gives it agency. NBMC would be nothing without the people behind its development, growth, and vision for the future.

Our current employees deserve our heartfelt gratitude, and we humbly extend it to all of them. But we would also like to take this opportunity to pay special tribute to former NBMC leaders that contributed to the work described in this report. Although they have moved on to new opportunities. Their unique talents and sector expertise helped develop

NBMC proposals and programs that have had (and will continue to have) an impact on newcomer employment, policy development, and stakeholder engagement. We are grateful for their service and wish them success in their new careers. This year also saw the departure of Executive Director Ginette Gautreau. Ginette worked with NBMC for over seven years. She was a passionate and empathetic leader who was instrumental in scaling partnerships, increasing funding, and diversifying the scope of NBMC's work. Her commitment to the values of equality and social justice resonated with her team members and remain foundational to ongoing NBMC initiatives. We thank Ginette for her unwavering dedication and will continue to recognize her legacy for years to come.



GINETTE GAUTREAU

Executive Director



MICHELLE ARSENEAULT

RSN Manager



GERRY COTE

Workplace Readiness
Project Coordinator



JOSE POIRIER

Director of Finance,
HR & Admin



PASCALE BELLAVANCE

Inclusion Services
Coordinator



WINT LYNN

Admin and Accounting
Coordinator



ABBY DAVID

Director of Newcomer
Employment Initiatives



JEREMY BOUCHARD

Communications Manager



KHALIL MAKRAOUI

Program Coordinator



ARIANNE MELARA

Director of Programs and
Policy Development



CARMEN BUDILEAN

Provincial Project Manager



SONIA MAZEROLLE

Inclusion Services
Coordinator



MADELEINE WHALEN

Director of Member and
Stakeholder Engagement



LUCIE-ANNE CORMIER

Inclusion Services Coordinator



GORDON MIHAN

Digital Engagement
Manager



OLIVE OZOEMENA

Director of Newcomer
Employment Initiatives





ALLYSON JACKSON

Workplace Essential Skills (WES)
and Career | Focused Language
Instructor



NICOLE NADER

Stakeholders Relations
Lead

 <p>IVAN OKELLO RePRESENT Project Manager</p>	 <p>HUSONI RAYMOND Anti - racism Project and Policy Development Coordinator</p>	 <p>RACHEL SLIPP Member Support Coordinator</p>
 <p>MONICA PAZ Project Assistant in Rural Communities</p>	 <p>TIM ROBICHAUD Labour Market Language Readiness Trainer</p>	 <p>LEAH STEVENSON Rural Settlement Coordinator</p>
 <p>SHADWA RAMADA IMvisible Project Manager</p>	 <p>JUSTIN RYAN Training and Development Manager</p>	 <p>DITA ZAREMBO-GALINA Inclusion Services Support Coordinator</p>

OUR FUNDERS & PARTNERS

Without the generous support of our funders, NBMC would not be able to actualize its mission and vision. We are grateful for our partners' trust and honour their commitment with a pledge to invest integrity, dedication, and excellence into all aspects of our work. Thanks to your support, New Brunswick continues to grow as an attractive destination for culturally diverse individuals and families seeking security, opportunity and belonging.

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

PROVINCIAL



GRANTS

▶ Immigrant Employment Council of BC



▶ Taking it Global Youth Association

▶ Canadian Council for Refugees

▶ Public Health Agency of Canada

▶ Nurses Association of New Brunswick

▶ Department of Intergovernmental Affairs

FUNDING OVERVIEW

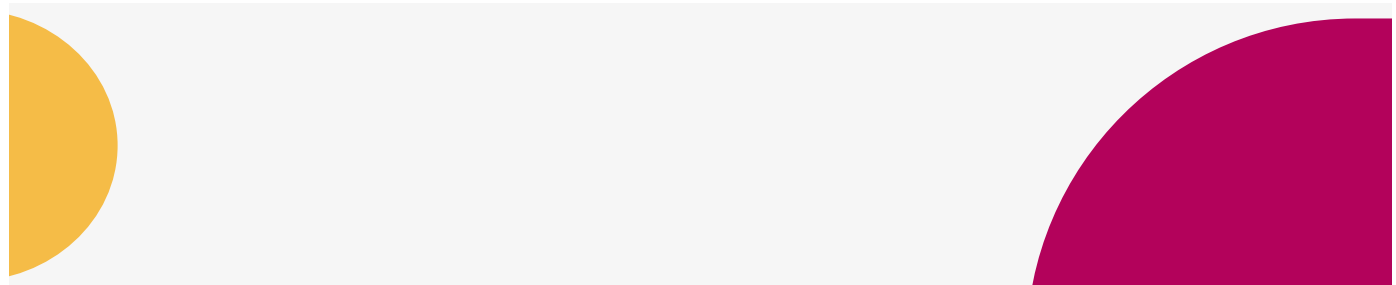
FINANCIAL REPORT FOR THE YEAR ENDED MARCH 31, 2022

Revenue	2022	2021
Government of Canada (Schedule 1)	\$2,506,311	\$1,510,111
Province of New Brunswick (Schedule 2)	\$2,184,578	\$1,177,639
Other Income	\$9,128	\$25,296
Gain on Disposal of capital assets	\$850	\$324
	\$4,700,867	\$2,713,370

EXPENSES	2022	2021
• Program costs (Schedule 3)	\$1,812,869	\$867,134
• Wages and employee benefits	\$1,275,673	\$876,295
• Consultant fees	\$527,056	\$379,244
• Travel and conferences	\$151,273	\$79,656
• Computer supplies and support	\$100,060	\$109,903
• Translation, interpretation, audio visual	\$92,708	\$80,059
• Non-recoverable HST	\$63,175	\$57,791
• Advertising and promotion	\$56,181	\$121,651
• Office	\$50,931	\$33,454
• Rent	\$47,742	\$43,247
• Project and covid supplies	\$35,184	\$23,685
• Amortization	\$24,983	\$17,082
• Telephone and utilities	\$22,053	\$22,975
• Professional services	\$18,724	\$14,971
• Professional development	\$13,664	\$8,526
• Miscellaneous	\$5,741	\$2,398
• Interest and bank charges	\$3,608	\$1,240
• Insurance	\$3,326	\$2,846
• Recoveries of cost billed to sites	(\$15,373)	(\$44,510)
	\$4,289,578	\$2,697,647
• Excess of revenue over expenses for the year	\$411,289	\$15,723

PROGRAM COSTS

COSTS INCURRED DIRECTLY BY SITES	2022	2021
Participant costs	\$17,793	\$25,908
Administrative	\$112,557	\$90,691
Equipment	-	\$3,272
Wages and benefits	\$758,687	\$377,574
Dependant care	\$52,566	-
Other project costs	\$39,818	\$31,129
Rent	\$94,871	\$37,727
Travel and meetings	\$18,328	\$3,468
Overhead	\$25,186	\$4,773
Professional development	\$8	\$1,584
Childcare	\$27,314	\$27,562
Materials and supplies	\$14,620	-
Client transportation	\$5,127	\$3,266
Delivery assistance and tools	\$27,623	\$5,631
Professional and consulting fees	\$29,499	\$25,969
Publicity and advertising	\$3,524	\$3,031
Non-recoverable HST	\$12,863	\$6,679
	\$1,240,384	\$649,264
Participant Living Allowence	\$519,110	\$207,857
Dependant care	\$10,927	-
IEN participants Reimbursement	\$42,448	\$10,013
	\$1,812,869	\$867,134



FRAMING OUR IMPACT

NBMC continues to frame its work under the foundational pillars of *promote, support, and connect.*

As **promoters**, we seek to raise awareness of sector challenges and wins, advocate for more inclusive public policies, and influence dialogues about issues touching on immigration, diversity, and population growth. Work under this pillar is multifaceted, and measuring its impact is challenging. Regardless, our influence as promoters is reflected in our media representation, commentary on policy issues, and celebratory events such as Champions for Cultural Diversity.

As **supporters**, NBMC focuses on providing tools, resources, and innovative programming to strengthen our sector’s ability to meet the needs of a growing multicultural population. Under this pillar, NBMC is committed to newcomer youth, protecting vulnerable women, a robust labour market, and rural population growth. This

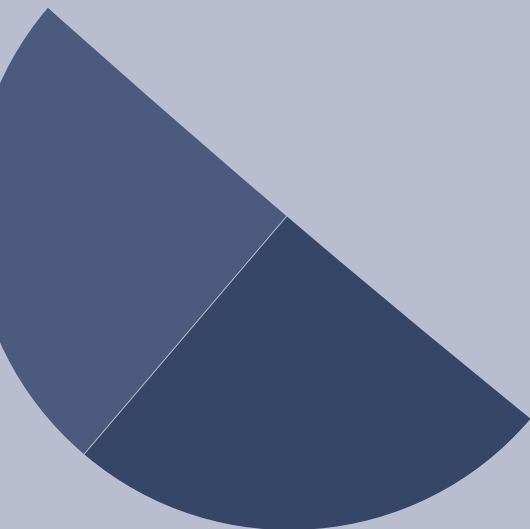
pillar also supports our province’s capacity to embrace intercultural communication and racial equality.

Finally, our last pillar exists to **connect** communities with their full potential. Essential to this pillar is our identity as an umbrella organization. Member engagement, professional development, networking events, and establishing an interlinked database of critical information are central components.

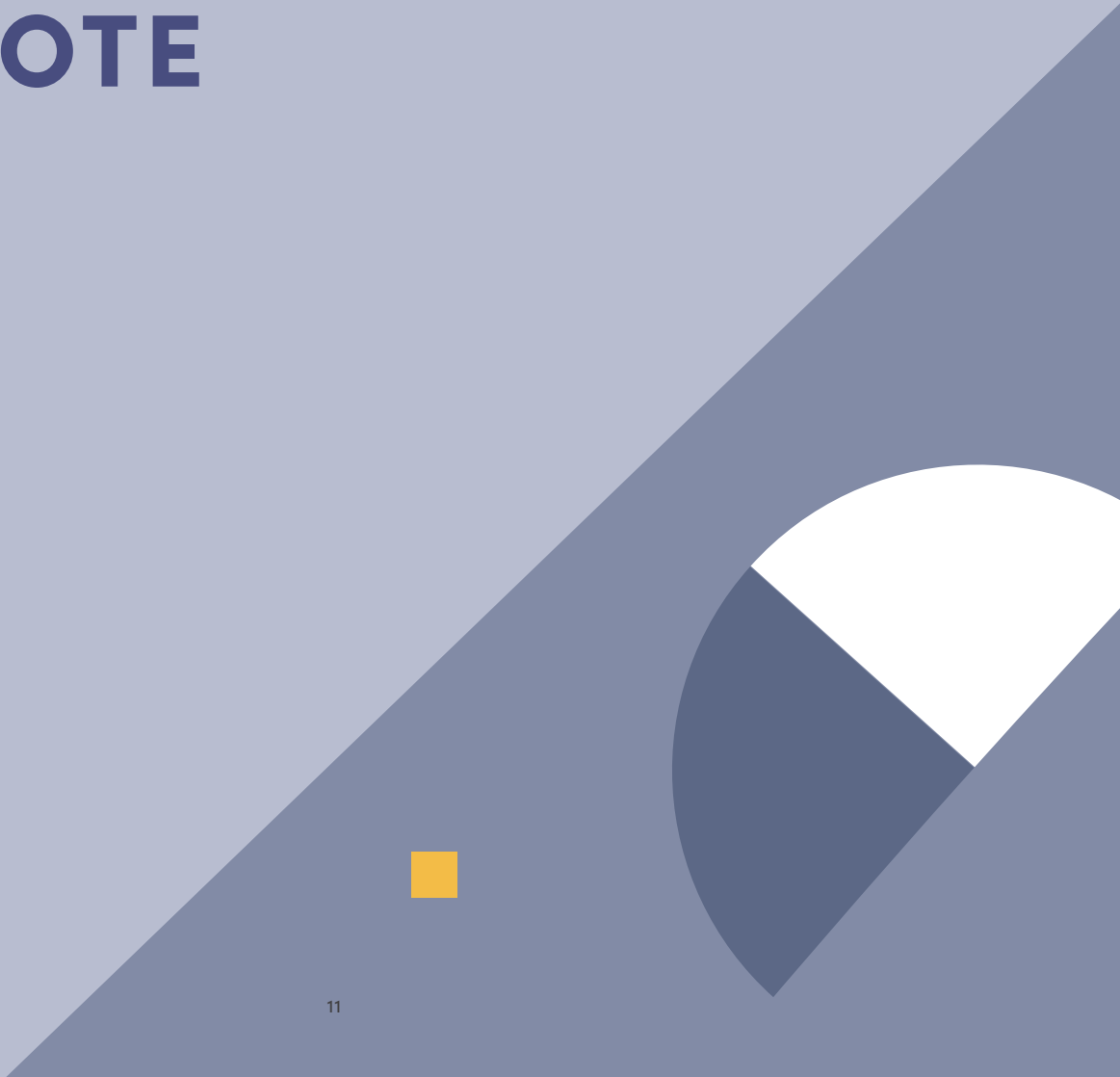
Together, each of these pillars combines to offer a thorough strategy for elevating our sector’s capacity to cohesively settle and retain a diverse population fully equipped to participate in our province’s social and economic success.

MEMBER ORGANIZATIONS





—
PROMOTE



POLICY & ADVOCACY

Change needs a strong voice. Our goal is to be the eyes and ears of immigration policy in New Brunswick. And we are committed to using our voice to meet the needs of changing demographics, community needs, and successful newcomer inclusion. NBMC pledges to be an articulate ambassador representing our member agencies, the interests of newcomers, and the various systems working together to promote our growth as a province that embraces the values of multiculturalism.

Of course, progress requires ongoing commitment, and the matters of policy we remain invested in are constantly evolving. For the 2021-2022 fiscal year, the New Brunswick Multicultural Council has maintained its advocacy work in healthcare, affordable housing, local governance reform, and education.




- One of the founding members of NB Housing Hub, NBMC continues working with government and external stakeholders to advance a non-profit housing-development corporation to support newcomer housing needs.
- Supported Member Representation at the Virtual Inclusive Housing Workshop organized by the Inclusive Housing Solutions Lab and L'arche Canada. Policy recommendations were compiled and shared with the group post-workshop.
- Worked with MITACS funded students to compile research and recommendations regarding Health Equity in New Brunswick
- Created a summary report geared to government stakeholders on options for improving newcomer experiences in accessing, renewing and maintaining Medicare coverage. Advocacy with the medicare team is ongoing, and a summary report and proposed recommendations are available on NBMC's website.
- Created a campaign to address the challenges and issues newcomers experience navigating their way around health care related information. The campaign's primary goal was to inform and encourage various newcomer populations to seek vaccination against COVID-19. This was done by creating appropriate newsletters and posters encouraging awareness and participation by simplifying information about the province's vaccination rollout plan
- NBMC and its member agencies collaborated with the Department of Education and Early Childhood Development (Anglophone sector) to organize a panel with newcomer parents, English as an Additional Language and Educational Support Teacher teams, and Settlement Workers in Schools. The topic was "How to effectively communicate with newcomer parents about curricular expectations and their child's progress & how to conduct practical and informative parent/teacher interviews with newcomer families.



MEDIA ENGAGEMENT

Stories have tremendous power. They connect us, shape our identities, and offer the potential to inspire valuable new perspectives. NBMC relies on traditional, social, and alternative media to share and influence the narratives surrounding immigration, population growth, and multiculturalism in New Brunswick. As an organization invested in cultural diversity, we have a duty to campaign for inclusive values. But we can't do it alone. We must keep in touch with our audience, grow our followers, and keep them engaged by delivering content that inspires a vision of New Brunswick united by its collective sense of well-being.

For the 2021-2022 fiscal year, NBMC attained an online reach of approximately 135,516! We accomplished this by sharing relevant news stories, opinion pieces, videos, newsletters, and project updates on Facebook, Twitter, Instagram, and LinkedIn. Our multiple media channels grew in engagement with a balance of current events, sector information, and influential news articles. We continue to feature newcomer success stories and pay tribute to important cultural events, holidays, and celebrations. And as an umbrella organization, we are also invested in celebrating the work of our members by sharing content highlighting their initiatives, projects, and community events.

 <p>105,935 PEOPLE REACHED THROUGH FACEBOOK</p>	 <p>17,210 TWEET IMPRESSIONS THROUGH TWITTER</p>	 <p>11,371 PEOPLE REACHED THROUGH INSTAGRAM</p>
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In addition to social media, NBMC remains very active on radio, television, and digital print. This year we have been featured in or contributed to stories for CBC Radio and Television, CTV News, Global News, The Telegraph-Journal, The Times & Transcript, The Daily Gleaner, L'Acadie Nouvelle, and L'Étoile. Through these platforms, NBMC has been able to advance awareness and action on multiple issues in the immigration sector. Through our press releases and in response to requests from media outlets for commentary, NBMC has had a voice in headlines such as:

- "Multicultural council looks to landlords, employers to help with Ukranian response"
- "New Brunswick seeking volunteers for anti-racism task force"
- "More than 80% of people who answered survey believe racism exists in N.B."
- "Some immigrants should get to vote in civic elections"

- "N.B. multicultural organization bridges gap by translating pandemic information"
- "Municipal Associates hopeful as New Brunswick launches green paper on civic reform"
- "Collaborative innovation needed to support newcomers in rural communities"

NBMC plans to implement a more comprehensive strategy for engaging with the media and digital audiences. We believe meaningful change can be leveraged by stories that are carefully crafted and placed in the public consciousness. Proper advocacy requires careful strategy. However, even a perfect plan cannot be realized without the will and force of people whose hearts and minds are engaged in making it happen. The best way to rally progress is by communicating the humanity of what we do and how it relates to the humanity in all of us.

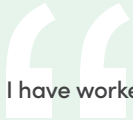
CHAMPIONS FOR CULTURAL DIVERSITY

Impactful work deserves recognition. Since 2016, the New Brunswick Multicultural Council has been celebrating people across the province who demonstrate an outstanding commitment to actions that enrich and promote cultural diversity in our communities. **NBMC's annual Champions for Cultural Diversity Awards have presented 54 commendations to employers, immigrant entrepreneurs, community leaders, international students, and inspiring youth leaders.**

The 2021 winners are inspiring role models dedicated to supporting New Brunswick as it continues to evolve into an outstanding example of immigration and multiculturalism as forces for growth, progress, and innovation.

AWARD RECIPIENTS

- Coast Tire & Auto Service Ltd – Large Business Category
- Sankara Online Multicultural Marketplace & Terris Earth Intelligence – Small/Medium Business Category
- Michael Petrovici – Immigrant Entrepreneur Category
- Ayman Jaouni & Folusho Iyaniwura – Community Leader Category
- Fatoumata Guindo – International Student Category
- Jharana Luitel – Youth Category



I have worked with a variety of immigrants from different cultures and countries, including the Philippines, India, Poland, Lebanon, Turkey, Nigeria, Egypt, Congo and others. This has greatly impacted my understanding of how important and beneficial cultural diversity is for communities and organizations. We all have different life journeys, and the journey of newcomers and immigrants is one filled with courage, hope, optimism, and a relentless drive to make a better life.



MICHAEL PETROVICI,
Immigrant Entrepreneur Category



Cultural diversity holds great importance in my life. Since the beginning of my university life, I have understood the importance of cultural expression and how facilitating a culturally harmonious environment helps others express themselves with freedom. Cultural diversity helped me educate myself on several important aspects related to other cultures. It helped me connect with students from different parts of the world and understand their cultures in the best possible way.



JHARANA LUITEL,
Youth Category



The Champion awards are about recognizing the impact of people doing meaningful work in the name of multiculturalism. We also hope that by celebrating these Champions, we are inspiring others to stand up for socially-inclusive causes. Of course, it is challenging to measure inspiration, but we are proud to say that this year, NBMC

received over 100 nominations! Clearly, the number of Champions is growing in our province. We salute each of them and all the unsung heroes who continue to sew the rich cultural fabric flourishing across our entire province.



SUPPORT

The New Brunswick Multicultural Council's second pillar offers a suite of programs and services intended to maximize our sector's ability to settle newcomers, build dynamic communities, and play a leadership role in enhancing our province's capacity to retain a diverse population. We believe that operating cooperatively is an expression of the values that drive our mission. As an umbrella organization, we collaborate with our members, ethnocultural associations, provincial/federal/municipal governments and key stakeholders. By working together, we enhance our potential to identify and deliver targeted solutions to the most pressing challenges experienced by newcomers and the communities eager to welcome them. Each of the following initiatives exists to support our members as they support immigrants, refugees, international students, and temporary foreign workers.



CULTURE CONNECTS



Cultural diversity is rich with benefits. But to truly take advantage of all it has to offer, we need to live in communities where differences combine to provide solidarity and a commitment to embracing progress. Central to cooperation is effective communication. Understanding different points of view and creating spaces in which they can live and successfully interact requires an ability to reflect, empathize, and embrace.

Culture Connects is New Brunswick's leading intercultural communication training program. Designed to assist New Brunswick in building paths of inclusion throughout multiple segments of our

province's society, this program truly has something for everyone. Offering practical guidance to enhance one's ability to avoid the traps of unconscious bias, Culture Connects participants learn how to understand and communicate across cultural and linguistic boundaries. Key beneficiaries of this highly flexible training suite include **government departments, healthcare service providers, and employers facing challenges recruiting employees**. Of course, successful inclusion also requires the participation of newcomers in their settlement, and Culture Connects supports them in developing intercultural competencies necessary for living, studying, and working in New Brunswick.

CULTURE CONNECTS 2021-2022 HAS BEEN ABLE TO ASSIST

- Over a dozen Atlantic Immigration Program employers learn how to recruit culturally diverse employees successfully;
- Hundreds of Staff at multiple government departments understand how to meet the need of their clients and work with internationally-trained colleagues;
- 139 NBMC's Skills Launch participants build Canadian workplace culture navigation skills; and
- 16 international university students understand the parameters of educational success in Canada.

In addition to our regular clients, this year, NBMC has formed 4 new collaborative partnerships with influential organizations, including CBC, the Provincial Finance and Treasury Branch, Horizon Health Network, and Crossroads for Women.

• Sessions held	31
• Participants	368
• Facilitators Trained	49

To amplify the impact and reach of our Culture Connects program, NBMC has grown its capacity to provide "Train the Trainer" opportunities to member organizations. By providing Culture Connects training to our member agencies, they are effectively positioned to be the designated organization for intercultural communication facilitation in their area. Combining content refined over countless sessions with experienced facilitator coaching, Culture Connects has trained and certified 49 new facilitators across the province. This allows us to better meet the growing demand for intercultural competency training and gives us the confidence to say that, more than ever, New Brunswick's potential to benefit from its increasing diversity is stronger than ever.

IMAGINE NB



New Brunswick needs newcomer youth to be a part of our future. We need their dreams and ambitions to settle and stay in our province if we are going to realize our hope for sustained prosperity. Three years ago, to address the lack of services for adolescent immigrants and refugees, NBMC created Imagine NB, an intercultural youth leadership program offering young newcomers a chance to find and express their voices as influencers with the potential to shape and lead New Brunswick's march towards a better future.

Now in its **4th cohort**, the 2021-2022 Imagine NB program assembled a dynamic group of culturally, linguistically, and ethnically diverse high school students demonstrating leadership potential within their schools and communities. Together, through a series of workshops and events, the Imagine NB delegates increased their self-confidence, networked with community vanguards, learned about the various contributions of immigrants to the province, and received professional development specific to their needs. Throughout the program, each participant designed and implemented a community impact project demonstrating visions for the future of NB.



Imagine NB Cohort Participants



Imagine NB Cohort Participants

- 2021-2022 witnessed **18 graduates** from over **10 countries**, including France, Iran, Syria, India, Russia, Egypt, the Philippines, Mauritius, Brazil, and Eritrea.
- **18 community projects** were developed, led and delivered throughout Fredericton, Moncton, and Saint John.
- Delegates networked with **6 government officials**, such as Dominic Cardy (Minster of Education) and Manju Varma (Commissioner on Systemic Racism).
- To deliver this project, NBMC collaborated with **50+ Educators and created 3 new Partnerships** (Civil Rights Association, Rising Youth, Gay Straight Alliance)

If New Brunswick's future is going to thrive, we need to ensure that young people want to be a part of it. Based on feedback for program participants, NBMC estimates the impact of Imagine NB has resulted in a retention rate of 85% among young newcomers completing the program!

NEWCOMER EMPLOYMENT INITIATIVES

Meaningful employment is consistently cited as the #1 most important factor impacting our newcomer community's long-term retention and success. Having and maintaining a good job is perhaps something everyone can relate to. Perhaps less apparent is how challenging it can be for newcomers to access meaningful employment that leverages their skills and expertise while igniting their professional passion. Given the reasons for this are complex and widespread, NBMC has long maintained a commitment to developing and offering creative and impactful solutions. As one of our top priorities, and after years of problem-solving, we stand proud as a leader in employment-based initiatives for newcomers. Training and skills development, and a comprehensive newcomer employment network combine to create a holistic ecosystem that supports not only job seekers and employers but the larger economic health of our province.



Due to the unique and often urgent employment needs of immigrants arriving or already living in New Brunswick, NBMC piloted Head Start to Employment (HSE) initiative in January 2021. Targeting newcomer adults (including temporary residents, international students and spouses of AIP applicants), NBMC works with its member agencies to employ **4 Employment Navigators located throughout Moncton, Fredericton, and Saint John**. Through needs assessment, counselling, and outreach, the Navigators connected pre-employed newcomers with services and support guiding them into the provincial labour market.

We are proud that HSE has become an indispensable resource for newcomers to New Brunswick. While they receive guidance on how to navigate the various supports and services within their respective communities, they also benefit from the networking, advice, and

support received from Navigators. HSE adds an extra element where newcomers feel listened to and supported.

- Head Start represents a combined partnership with **ACOA, PETL and Working NB**
- **894 newcomer clients** were served
- **352 direct referrals** to Working NB programs were made
- **543 connections** to community-based employment services were leveraged
- **238 clients** achieved full-time employment

“ I just wanted to update you on my progress since we last spoke. I did apply for the customer care representative post at Day and Ross, and they have offered me the position. I have been sent the onboarding documents, and they have initiated the background check. My start date is January 10, 2022. Thank you for your kind assistance. This referral was everything I needed. I urged my husband and son to complete the intake form before completing their program as this is a tremendous resource!

HEAD START TO EMPLOYMENT CLIENT



SKILLS LAUNCH NB



Skills Launch is a comprehensive employment program for immigrants and refugees looking to leverage their entrance into New Brunswick's job market. The program combines language training, essential workplace skills, and paid placements that align with the unique goals of the participating student. Begun in 2017, Skills Launch has rapidly grown and now stands as one of NBMC's most successful initiatives. Initially created for newcomers aged 18-30, the program has evolved to offer the same opportunities for mature adults eager to discover careers that connect with their talents, interests, and commitment to work hard.

Led by **17 dedicated employees**, Skills Launch 2021-2022 **delivered an amazing 15 cohorts**. The program includes job search techniques, resume and cover letter preparation, mock interview practice, volunteer placements, job site tours, post-secondary education orientations, and safety training.

Our largest member organizations continue to host the Skills Launch program in Moncton, Fredericton, and Saint John. In addition to the in-person program delivered by our member organizations, **NBMC successfully increased the program's impact by offering 3 virtual cohorts for newcomers living in Woodstock, St. Stephen, Edmundston, Clair, and Saint-Francois-de-Madawaska!**



My name is Chaimae Drissi, and I arrived in Canada in 2018 with my family. Skills Launch helped me upgrade my English, build skills, and discover the programs in NBCC. It gave me an introduction to Canadian culture and the Skills Launch Program supported me to find a job and get Canadian experience. I am now working in Autism Intervention Services and my position is Behavior Intervention

CHAIMAE IN MONCTON

I work closely with the Y, and I love the Skills Launch program because we can be more inclusive than we have been in the past. We have a lot of support, so if there are any questions that I have, I know exactly where to go. It would be difficult for us to do that without the program support because we wouldn't really know where to go. So, it's been helpful to us, we've hired a couple of people through a couple of different programs

JO-ANN, EMPLOYER

Skills Launch has become so indispensable that it is only natural we push its impact further. In the fall of 2022, NBMC will offer an additional adult cohort in the Chaleur region. This will be our first Francophone edition of the program, and we couldn't be more enthusiastic. French-speaking newcomers make up an essential part of New Brunswick's growth, and NBMC is dedicated to supporting our Francophone member organizations and the communities they serve.

139 participants graduated from the program	30 nationalities/countries represented
96 adults and	20 youth found long-term employment
9 adults went on to further their career goals through post-secondary education	
<ul style="list-style-type: none"> Sectors explored include education, healthcare, human services, construction, hospitality, IT, and finance 	

NURSING CREDENTIAL RECOGNITION:

Our healthcare system needs all the help it can get. Among other pain points, New Brunswick has a considerable shortage of qualified nurses ready and able to work in our province's communities. Unfortunately, many Internationally Educated Nurses (IENs) living in New Brunswick cannot practice due to licensing requirement challenges related to international credential recognition. While this problem is ongoing, advocacy and policy work is happening behind the scenes. NBMC has partnered with the Nurses Association of New Brunswick to create a grant program for internationally trained nurses to acquire additional training leading to credential recognition in our province. This year, 5 Internationally Educated Nurses received \$1,500 each to help cover costs related to their studies.



RURAL SETTLEMENT NETWORK



New Brunswick's largest cities continue to attract immigrants from all corners of the globe. However, our success in attracting newcomers is not limited to Moncton, Fredericton, and Saint John. Rural communities are also growing due to increased provincial immigration. To encourage and sustain this growth, NBMC launched the Rural Settlement Network (RSN) in 2020. A five-year pilot project, the network is a collaborative settlement support hub that shares tools, resources, and community connections to enhance newcomer inclusion and retention in some of New Brunswick's less populated regions.

The RSN ensures that services are developed and offered with rural realities in mind. French and English perspectives are accounted for, and the network is officially bilingual. There are currently **7 unique locations** working collaboratively to develop and share program materials for increased impact. The RSN effectively maximizes limited funding and resources by sharing best practices and key learnings. For example, the RSN coordinates weekly meetings to discuss the

needs of newcomers in rural communities. These meetings allow settlement workers to brainstorm ideas and share the best strategies.

The RSN includes **15 dedicated staff members across 3 satellite sites and 4 partner sites**. Regions served include Kent, Grand Lake/Chipman, Saint-Quentin/Kedgwick, Campbellton, Miramichi, Sussex, and the Acadian Peninsula

Like traditional settlement agencies, RSN sites offer needs assessments, English/French Language Conversations, childcare support, community orientations, volunteering opportunities, and employment counselling.

In 2021-2022 alone, **the RSN supported 164 Clients, with 1,571 Services Rendered**.

Essential resources developed by the RSN include **digital media training, volunteer training, career exploration strategies, a rural settlement checklist, a youth programming guide, and conversation circle lesson plans**.

In 2021-2022 alone, **the RSN supported 164 Clients, with 1,571 Services Rendered.**



Thanks to the RSN's practical yet creative approach, newcomer engagement at community events is at an all-time high. For example, our Restigouche area member association operates a booth at a local farmer's market. Each week, visitors to the farmer's market are allowed to sample international food and participate in a presentation highlighting different cultures from around the world.

We believe this kind of community interest and involvement is at the heart of the RSN. And it is resulting in the desired outcome! Multiple employers (including Irving, the fisheries, and small/medium businesses) have reported less staff turnover, and regions within the network are noting increased retention rates in their communities.

RURAL EMPLOYMENT LANGUAGE INITIATIVES

Non-permanent residents are sometimes limited in terms of the settlement support they receive. This is especially true regarding qualified language instruction in New Brunswick's rural regions. Without fluency in one of New Brunswick's two official languages, it is exceptionally challenging to integrate into a community, find employment, or feel a sense of belonging. Therefore, in 2021, NBMC developed **RELI**, the rural employment language initiative. With this program in place, we have been able to provide language learning support in the regions of Sussex and Chipman. Because of this small but mighty program, 26 newcomers participated in a language program combining direct instruction, conversation circles, and community **volunteering totalling 260 hours**. With its inclusive approach and focus on social connections, participants were able to develop their language skills, establish meaningful friendships, and discover a sense of belonging in their new communities. But best of all? **90 percent of all participants went on to acquire full or part-time employment!**



This language course provides me with a lot of information, a lot of Canadian history, music and not only country music! Tim opened these doors for us, each lesson was different, it was a journey, I never knew where I would be travelling. I heard various scenarios, all these information helped me to expand my view, to look at things from a different perspective, and I believe it is a great starting point to enable me to work towards my citizenship in the near future... Thank you Tim for that.

(DITA, PARTICIPANT IN CHIPMAN)

IMvisible NB AND RePRESENT NB



Healthy communities depend on the well-being of everyone living within them. Social problems are often the result of systemic mechanisms that perpetuate inequality. To fully embrace the benefits of social cohesion, societies must recognize their weaknesses and support their most vulnerable members. NBMC acknowledges its responsibility to nurture inclusive community practices, and we have developed two new programs to strengthen New Brunswick's standing as a place where everyone can feel recognized, protected, and empowered.

IMvisible NB is a four-year project exploring issues affecting immigrant and refugee women experiencing domestic/intimate partner violence (DIPV). Unfortunately, women from culturally diverse and racialized backgrounds experience disproportionate barriers when trying to access help. These barriers are complicated by language obstacles, different cultural perspectives, and the nuances of how immigration status is or is not recognized. IMvisible uses evidence-based research to support the DIPV sector's ability to sensitively serve non-status, refugee, and immigrant (NSRI) women living with domestic or intimate partner violence in New Brunswick.

Key program objectives include: improving access to cross-culturally sensitive support and the development of intercultural approaches for

interventions with NSRI women, along with their dependents; building in-house capacity of DIPV service providers, including in-depth staff training and outreach strategies for improved communications with immigrant women; increasing NSRI women's access to DIPV support services in the province.

Although IMvisible NB is in the early stages, strategic wins for the 2021-2022 year include:

- Acquiring a partnership with Second Stage Safe Haven and Liberty Lane
- Engaging Intercultural Community Coordinators to support project activities in Saint John and Fredericton
- A presentation and networking event with the Women's Equality Branch, NB South Central Transition House, Crossroads for Women, Beausejour Family Crisis Resource Centre
- The development and production of an awareness campaign video

Creating impact is an ongoing progress, and we believe the IMvisible NB project is off to a great start and well positioned to achieve our program targets into 2024.





RePRESENT NB is an initiative exploring solutions to assist New Brunswick in developing its capacity to address the complex issue of systemic racism. While multicultural communities are demonstrably growing in our province, research has demonstrated that racialized individuals have limited pathways to participate as leaders and decision-makers in business, government, and public life. To address this, RePRESENT NB provides training and mentorship opportunities to help provide racialized individuals increased access to networks leading to positions of leadership. The program also intends to engage public, private, and non-profit boards, agencies, commissions, and committees interested in diversifying their leadership teams.

Although the RePRESENT NB program only began in February 2022, it has already been able to:

- Submit a formal recommendation to New Brunswick's Commissioner on Systemic Racism
- Complete a baseline survey examining the experiences, challenges, and aspirations of 124 racialized individuals
- Conduct environmental scans with multiple stakeholders in the settlement sector, community organizations and youth on how to advance inclusive leadership opportunities for immigrants, refugees and racialized individuals in New Brunswick.
- Create and pilot a comprehensive anti-racism workshop for organizations seeking strategies to become more inclusive and mindful of unconscious bias

The information and data gathered through these activities have provided increased insights allowing us to advance the program's structure and vision further. RePRESENT NB is a long-term project that we believe will positively impact the potential for newcomers and racialized to participate in shaping New Brunswick's future.



CONNECT

As New Brunswick continues to pursue its ambitious population growth strategy, it is incumbent on the settlement sector to enhance its capacity for creating impact. We need to strengthen our networks, standardize best practices, and innovate solutions to inclusion challenges unique to our region. Without dedicated settlement agencies and ethnocultural associations, New Brunswick would be ill-equipped to welcome and integrate the thousands of newcomers arriving in our province annually. Our members are the frontline face of New Brunswick to newcomers, and NBMC must help equip them with the tools and advocacy they need to deliver their work with maximum impact.

Supporting our sector is at the heart of what we do. And we take it very seriously. Our member engagement strategy involves training opportunities, networking events, resource development, working groups, and acting as a collective voice to influence policy development.

NEWCOMER CLIENT RELATIONSHIP MANAGEMENT

For many years, the settlement sector has been eagerly discussing the need for a newcomer-focused client relationship management (CRM) system. Everyone agrees that a central, connected hub where immigration information is stored and tracked would be a massive win for settlement agencies, not to mention New Brunswick's entire immigration ecosystem. A dedicated CRM would give agencies a powerful tool for evaluating individual newcomer clients' needs, progress, and challenges. Instead of files scattered among different departments and partner organizations, a CRM would gather disparate information into a single, revealing insight. This would streamline services, increase productivity, improve communications, and allow settlement workers to create and refine settlement plans based on an all-inclusive client profile. An effective CRM would also generate statistics for completing reports, refining existing services, and creating new project proposals.

NBMC has been an active voice in the ongoing discussions for a settlement sector CRM, and over the last two years, after conducting multiple needs assessments with our partners, we have been working with a professional CRM development firm. While this work has been complex and challenging, we are eager to report that NBMC and its members have successfully initiated the province's first and only province-wide, bilingual settlement sector CRM! The CRM will allow for aggregate-level data to be extracted and shared with our provincial



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Settlement agencies are strategic partners in ensuring NB's newcomers are appropriately settled and provided the necessary support for long-term retention in the province. Implementation of a common CRM for settlement agencies is a significant step towards ensuring we collectively have ready access to accurate and up-to-date information that can be shared broadly with stakeholders and ultimately help support newcomers for long-term success in the province.

JOEL LEITNER, OPPORTUNITIES NB

government partners, such as Opportunities NB and Working NB, to help inform immigration strategies and policies. A key focus area has been ensuring the privacy/ownership of membership association data remains with the member association.

Data collection and importation are currently in progress. To facilitate the process, work is being done in a phased approach. Settlement components are now functional, with employment and language sections of the platform to follow. Training, onboarding, customization, and interface translation are ongoing.

At this stage, all client data migration has been completed for 3 agencies. These include the Saint John Newcomer Center, the Multicultural Association of Sussex, and the New Brunswick Multicultural Council. These agencies have started using the NewTrack platform to track their clients. The next agencies to go live on the platform are Charlotte County Multicultural Association and the Multicultural Association of Carleton County.

Work on this project is expected to continue well into the future. We are pleased to have arrived at this phase and are confident that this technology will position New Brunswick to better settle, serve, and retain newcomers in our province.

THE LEARNING HUB



The Learning Hub is a virtual platform for New Brunswick settlement workers that will provide courses, resources and networking opportunities to employees at our member agencies. It will provide support to those working in the settlement sector by addressing the challenges they might be facing. The Learning Hub will help build skills through its virtual modules, provide a sense of community through its mentorship program and give access to reliable resources on numerous topics related to the settlement sector. As a part of this project, NBMC will also be forming partnerships with non-traditional partners to benefit our member agencies' access to services, resources and development. We will also be organizing webinars,

meetings and training sessions on topics that will be useful to our membership partners in their work with newcomers.

We are pleased to announce that the learning platform has been created and offers a foundational course exploring the fundamentals of settlement work. More content will be added to the platform in the future based on feedback from members and in response to emerging trends in newcomer inclusion and retention. The goal is to help establish a network for professional development that matches the growth and needs of New Brunswick's settlement sector.



2021-2022 NBMC MEMBER & SECTOR ENGAGEMENT ACTIVITIES

NBMC engages and supports its 17 member agencies on critical issues impacting settlement work. These include facilitating consultations with key stakeholders and partners, offering training and professional development opportunities to member staff, and representing NBMC's membership and the sector on key committees and at conferences, forums, and community roundtable events. NBMC also facilitates working and focus groups for members by conducting an annual member tour and member check-ins to ensure information sharing and continued advocacy on sector priorities. The following highlights some of the activities that took place in 2021-2022:

ENGAGEMENT WITH MEMBER AGENCIES

- NBMC's annual member tour of visits to each local settlement agency allowed for the sharing of crucial updates and a chance to better understand current assets and needs within each agency.
- The Children & Youth Working Group met throughout the year with high engagement and members passionately expressing the helpfulness of having support and a network from colleagues in similar roles at other agencies.

- Staff conducted virtual one-on-one interviews with frontline member agency staff to discuss member engagement, enhanced communications, and how NBMC could better promote, support and connect with its members.

34 TOTAL ENGAGEMENT TOUCHPOINTS WITH MEMBER AGENCIES, WITH

145 TOTAL PARTICIPANTS



CONSULTATIONS BETWEEN MEMBERS AND KEY STAKEHOLDERS

- Held a consultation for the Commissioner for Systemic Racism in New Brunswick with NBMC members to inform the Commissioner's strategy by sharing the perspectives and experiences of immigrant-serving agencies.
- Organized member meetings with Service New Brunswick to discuss their Pilot Program for Settlement Agencies to better inform settlement staff on how to support newcomer clients accessing their services.
- NBMC members participated in a virtual consultation and engagement session on local governance with the Department of Environment and Local Government as a follow-up to NBMC's response to the Government's Green Paper on Local Governance Reform.
- Participated in consultations with the Department of Justice and Public Safety to meet the recommendations identified as part of the Fredericton Local Immigration Partnership's action items on increasing community resiliency with newcomer communities.
- Other consultations were with Minister Shephard on healthcare reform; with WorkingNB on improving employment supports for newcomers; with artsNB; and Commissioners Finn and McLaughlin on the review of the Official Languages Act.

9

TOTAL CONSULTATION SESSIONS WERE ORGANIZED AND FACILITATED BETWEEN MEMBERS AND KEY STAKEHOLDERS WITH

95

PARTICIPANTS

DIRECT MEMBER SUPPORT & SECTOR REPRESENTATION

- Supported a member settlement agency by 4 conducting focus groups with newcomer clients on the topics of settlement and retention
- Supported 4 member agencies directly with human resources guidance and finance management
- Supported member agencies through human resources policy review, in particular around navigating COVID-19 vaccination policies and proof of vaccination requirements
- NBMC staff represented the New Brunswick settlement sector at the Metropolis Conference in Vancouver in March 2022
- Attended the annual conference for the Association francophone des municipalités du Nouveau-Brunswick (AFMNB) and attended 3 meetings to discuss local governance and immigration
- Participated in Réseau en Immigration Francophone du Nouveau-Brunswick (RIFNB) meetings and annual forum, including active participation on 3 RIFNB committees



COMMITTEE ACTION



To maximize its impact, NBMC is committed to representing our sector's voice wherever it is needed. This gives us the opportunity to learn from like-minded partners, contribute to important community conversations, and elevate our influence in the development of strategies impacting newcomers in New Brunswick. This year, NBMC has sat on over 10 committees and working groups.

- The Government of New Brunswick's Newcomer Integration Committee
- National Settlement and Integration Council (NSIC)
- Ministerial Committee on Economic Recovery (SNB)
- Chair of the Ministerial Subcommittee on Population Growth
- Canadian Council for Refugees Integration & Settlement Steering Committee
- Canadian Mental Health Commission Advisory Committee
- ARAISA Working Group –Regional Support to Vulnerable People
- ARAISA Summit 2022 Organizing Committee
- Comité Consultatif du Forum RIFNB 2022
- Canadian Association for Mental Health (CAMH) Immigrant and Refugee Mental Health Project-Advisory Committee

MESSAGE FROM INTERIM EXECUTIVE DIRECTOR

Regardless of where you live in our province, NBMC is your neighbour. And we hope that our impact contributes to your impact. Because together, we are creating the future.



Maura McKinnon

Throughout my career, I have been privileged to work with several businesses and organizations that have contributed, in different ways, to the prosperity of life in New Brunswick. As a leader with diverse experience, I have always maintained an appreciation for diverse teams and perspectives. I have witnessed first-hand the strengths and offerings of diversity when it comes to pursuing a particular vision.

Now, as NBMC's Interim Executive Director, I am pleased to be working in a sector that is uniquely focused on diversity as a powerful tool capable of building prosperous and sustainable communities. Indeed, building communities is what NBMC is all about.

As a proud Canadian, I know that multiculturalism is a force for good. As a leader now working in the exciting world of settlement, I understand that multiculturalism is more than a defining Canadian value. It is a living, breathing thing that requires the sustenance of thoughtful intentions and meaningful actions. Not to mention a determined spirit of collaboration.

Evaluating social impact is notoriously challenging. Nonetheless, after reflecting on the contents of this report, I feel confident in saying that NBMC has most certainly impacted the growth and well-being of New Brunswick.

More than confident, I am proud. It is an honour to contribute to NBMC's mission, and I consider myself extremely fortunate to work with a team that is as hard-working as it is passionate about supporting newcomers, developing inclusive communities, and making New Brunswick shine

as an example for embracing cultural diversity. I am also grateful for our member agencies, to be a part of important immigration policy conversations happening in our province, and to play a role in welcoming the ever-growing number of newcomers settling in New Brunswick.

Of course, our province's extraordinary growth is not a lucky coincidence. It is the result of our sector's cooperation and commitment to enhancing the social and economic prosperity of our province. Our work is often challenging. But it is always rewarding. I hope this report demonstrates that. Personally, I am inspired by it.

For most of my life, New Brunswick has been my home. I have raised a family here, maintained a meaningful career, and made many lasting friendships. I have a sense of belonging, an appreciation for the opportunities around me, and an optimistic vision of the future. And I believe that New Brunswick has the potential to offer similar things to those willing to dream, work hard, and contribute to their communities.

I sincerely thank the NBMC team, our members, and all those who have contributed to the work and impact presented in this report. I also thank everyone that has participated in our programs and initiatives. We believe in you and hope that you will continue to believe in us.

Regardless of where you live in our province, NBMC is your neighbour. And we hope that our impact contributes to your impact. Because together, we are creating the future. This is a privilege. But it is also a responsibility. We take it seriously. And we promise to keep doing so.



IMPACT REPORT

2021 - 2022



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