

INCLUDING THE *NEW*  
CANADIAN VOICE

Institute for Canadian Citizenship  
Annual Report 2013-2014







We have learned much about

**NEW CITIZENS**

from the stories – good & bad –

they have shared with us. It was time to bring their

**VOICES** to the **mainstream.**





LOOK FOR THESE INTERACTIVE SYMBOLS  
& CLICK ON THEM FOR EXTRA CONTENT:



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MORE



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PHOTOS

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We're **CONNECTORS**  
We help the rest of the **COUNTRY**  
get to know Canada's **Newest** citizens.



JOIN OUR CONVERSATION

NEW CITIZENS & GUESTS PARTICIPATING  
IN A ROUNDTABLE DISCUSSION





## MESSAGE FROM THE CEO & CO-CHAIRS

The Institute for Canadian Citizenship's biggest strength lies in our ability to connect people: we help the rest of the country get to know Canada's newest citizens. We open doors and provide new citizens with a sense of belonging and a valued place in their new home.

For the past few years, our staff and volunteers have tirelessly worked to create programs, such as Building Citizenship and the Cultural Access Pass, that introduce new citizens to special moments and amazing Canadian places, spaces and experiences. Along the way, we've gotten to know our new citizens. Always willing to share their stories — good and bad — they've taught us volumes about adjusting to life here.

Given our unique ability to connect with more than 120,000 new citizens who've participated in our programs, we decided it was time to take our conversations to the next level by bringing new citizens' voices, opinions and insights directly to the mainstream. It was time to share the *new* Canadian voice.

The launch of our study on new citizens' connection to Canadian sports, *Playing together — new citizens, sports & belonging* (page 20), marked a new era for the ICC, one where we can ask new citizens thoughtful questions and share their insights with a broad range of Canadians. We are now in a position to offer practical, accessible recommendations — straight from the source — on how all Canadians can foster integration.

We were delighted that more than 4,000 new citizens chose to participate in our study, and were equally thrilled by the positive response from Canada's sporting community; many told us the results validated their current efforts to be more inclusive.



In the years to come, we plan to issue more studies on belonging from the point of view of Canada's newest citizens. It's our belief that we build a stronger, more resilient Canada when the voices of our newest citizens are included in the conversation. It's our privilege to be the organization that helps make the introductions.

The past 12 months were punctuated by many other ICC successes, detailed throughout these pages, such as: *Citizens in Action*, a project profiling the volunteer stories of 10 new Canadian citizens through videos, portraits and short stories (page 25); our 12th LaFontaine-Baldwin Symposium, featuring cutting-edge creator Robert LePage (page 16); beautiful citizenship ceremonies at locations of note (page 11); and registering the 100,000th Cultural Access Pass member (page 12).

This year also marks the end of my term as Executive Director of the ICC. A lot has been accomplished over the past four years, all due to the efforts of the extraordinary team we have right across the country — staff, board members, volunteers, partners, donors and supporters. On behalf of the ICC's co-founders and co-chairs, I would like to thank everyone for their unwavering support. I am proud to be a member of the ICC family.

**GILLIAN SMITH**  
EXECUTIVE DIRECTOR & CEO

**THE RT. HON.  
ADRIENNE CLARKSON**  
ICC CO-CHAIR

**JOHN RALSTON SAUL**  
ICC CO-CHAIR



## ICC 101

The Institute for Canadian Citizenship is a national, non-profit charity that works to accelerate new citizens' integration into daily Canadian life. While our programs are focused on new citizens, our messages of inclusion and full participation in our country are for all Canadians.

### BUILDING CITIZENSHIP



Welcomes and celebrates new citizens at community citizenship ceremonies organized by our national network of 725 volunteers.



LEARN  
MORE

### CULTURAL ACCESS



Opens doors to Canadian experiences by providing new citizens with free access to 1,200+ places and spaces across the country.

INSTITUTE FOR  
CANADIAN  
CITIZENSHIP



INSTITUT POUR LA  
CITOYENNETÉ  
CANADIENNE

### ICC Collaborations

Fulfills our role as connectors to new citizens through creative projects and initiatives.

### LaFontaine-Baldwin Symposium

Challenges Canadians to join our conversations on citizenship and belonging.

### ICC Insights...

Creates opportunities to bring the perspectives of engaged new citizens to the mainstream.



## OUR TEAM

The individuals listed below are united by a passion for citizenship and driven by the belief that Canada is at its best when new citizens are fully included — economically, socially, culturally and politically.

### OUR BOARD



LEARN  
MORE



**Winston S.L. Kassim**  
VP, Strategy & Strategic  
Performance Management,  
Personal & Commercial  
Banking, RBC



**Martin Katz**  
President & Founder,  
Prospero Pictures



**Stéphane Marceau**  
Co-Founder & CEO,  
OMsignal



**Mark Podlasly**  
CEO, North  
Pacific Energy Ltd.



**Ruth Ramsden-Wood**  
Community Volunteer



**Irfan Rawji**  
VP, Strategy & Corporate  
Development,  
Parkland Fuel Corp.



**Gil Rémillard**  
Counsel, Dentons  
Canada LLP



**Zaib Shaikh**  
Film Commissioner &  
Director of Entertainment  
Industries, City of Toronto



**Khalil Shariff**  
CEO, Aga Khan  
Foundation Canada

### OUR STAFF



From left to right: **Gillian Smith**, Executive Director & CEO; **Heather Steel**, ICC Insights Manager; **Kiran Alwani**, Engagement & Office Coordinator; **Mandy Joseph**, National Program Manager, Building Citizenship; **Martha Cumming Buchanan**, Director of Development; **Tawanda Chirenda**, Acting National Program Manager, Cultural Access Pass; **Samantha Rupert**, National Program Manager, Cultural Access Pass; **Andrew Beer**, Program & Database Coordinator, Cultural Access Pass; **Jess Duerden**, Director of Communications; **Leith Bishop**, Managing Director, Operations

## BUILDING CITIZENSHIP



### HIGHLIGHTS

National  
network of  
**725**  
volunteers

**32** committees  
hosted

**37** ceremonies  
welcoming

**1,800+**  
new citizens  
this year



**WATCH  
THIS**

*Celebrating  
citizenship video*





“After 20 years of living away from Bangladesh (my home country), becoming a Canadian citizen felt like the culmination of all my hard work and sacrifices; I shared the day with my wife, who was pregnant with our first baby. I felt honoured to be invited to a smaller, more intimate ceremony. I was so impressed by the volunteers’ efforts that I have since become an ICC volunteer to do my part to make other ceremonies as memorable as mine.”

---

HASSEB ANWAR,  
NEW CITIZEN & ICC VOLUNTEER





**OUR BUILDING CITIZENSHIP PROGRAM  
ORGANIZES SPECIAL COMMUNITY  
CITIZENSHIP CEREMONIES WITH  
COMPELLING ROUNDTABLE DISCUSSIONS.**

The roundtable is unlike any other experience: community members guide informal conversations with new citizens and their families, sharing stories and collectively reflecting on citizenship and belonging.

Our ceremonies celebrate the new citizen voice; it is the focus of the roundtable discussions. New citizens excitedly talk about their journeys to start fresh in a new home and what it means — for them and their children — to live in this country and officially become Canadian.

We host ceremonies in the heart of communities coast-to-coast, often in spaces belonging to our Cultural Access Pass program partners, like Calgary's EPCOR CENTRE. Each event is a powerful opportunity to connect city builders and neighbours to their newest citizens.

The impact of these ceremonies is contagious. New citizens are thrilled to have this important day celebrated by their communities. Our volunteers and guests leave with an inspired outlook on who Canada's new citizens are and the value they place on Canadian citizenship. Everyone gains a refreshed appreciation of our country.



NEW CITIZENS SWORN IN AT TIFF BELL LIGHTBOX

Building Citizenship wouldn't be possible without the network of supporters equally invested in our mandate to welcome and include Canada's newest citizens: Citizenship and Immigration Canada, our volunteer committees and roundtable hosts, organizations that donate their spaces and Tim Hortons, which generously donates coffee and snacks for every roundtable discussion.

This year, we hosted a record 37 ceremonies that welcomed 1,878 new citizens! Each event linked us to a new set of roundtable hosts, special guests and potential committee members.

**"I would recommend the experience to all Canadians. You'll be surprised at how much you'll get out of it. I never expected to be so moved as I listened to new citizens share their stories and hopes for their future. I left feeling more in touch with my own citizenship, thinking too often we take it for granted. It was a very special day."**

**WATCH  
THIS**



ANDRÉ PICHER,  
ROUNDTABLE HOST





## PROGRAM EXPANSION

Building Citizenship continued to solidify its national presence, with our Markham, Moncton and St. John's communities successfully hosting their first ceremonies. To meet the demands of an increasing population of new citizens in the GTA, we formed additional committees in Brampton, Oshawa and downtown Toronto. These three diverse committees are made up of dynamic individuals — from business leaders to teachers and public-sector professionals, as well as new citizens sworn in at previous ICC community ceremonies.

## SPECIAL GUESTS JOINING OUR CEREMONIES

This year, we were privileged to have many noteworthy Canadians join our events, adding extra sparkle. ICC Co-Founders and Co-Chairs Adrienne Clarkson and John Ralston Saul both presided over community ceremonies: Adrienne swore in new citizens during our annual ceremony with Luminato in Toronto and John swore in new citizens in Sudbury. Also joining Adrienne atop Luminato's stage in David Pecaut Square were CBC Metro Morning host Matt Galloway and Canadian journalist Noah Richler. ICC volunteers successfully recruited Maestro Fresh Wes Williams, one of Canada's most influential hip-hop artists, to give congratulatory remarks during our ceremony at Toronto's TIFF Bell Lightbox.

Several mayors also joined our celebrations in their respective cities: Bruce Banman, Mayor of Abbotsford; Al Vinni, Acting Mayor of Fort McMurray; Karen Farbridge, Mayor of Guelph; Frank Scarpitti, Mayor of Markham; George LeBlanc, Mayor of Moncton; and Marianne Matichuk, Mayor of Sudbury, to name a few.



MATT GALLOWAY AT LUMINATO



## TIRELESS VOLUNTEER DEDICATION

Our volunteers are a driving force behind Building Citizenship; we're grateful for their creativity and commitment to ensure each ceremony is exceptional. They are also some of our best ambassadors, and we continue to look for opportunities for them to share their experiences with other members of our network. To help connect and inspire our volunteers, we hosted our Annual Committee Meeting, bringing together one representative from each committee for two days of networking and idea sharing. At this year's event, *Building Connections*, we collectively discussed how our volunteers play a role in building the ICC's network by using ceremonies to introduce new people to us. We encouraged volunteers to embrace the ambassador role by sharing the learnings and ideas we collectively generated at the event with committee members back home using an interactive package containing videos and discussion guides.

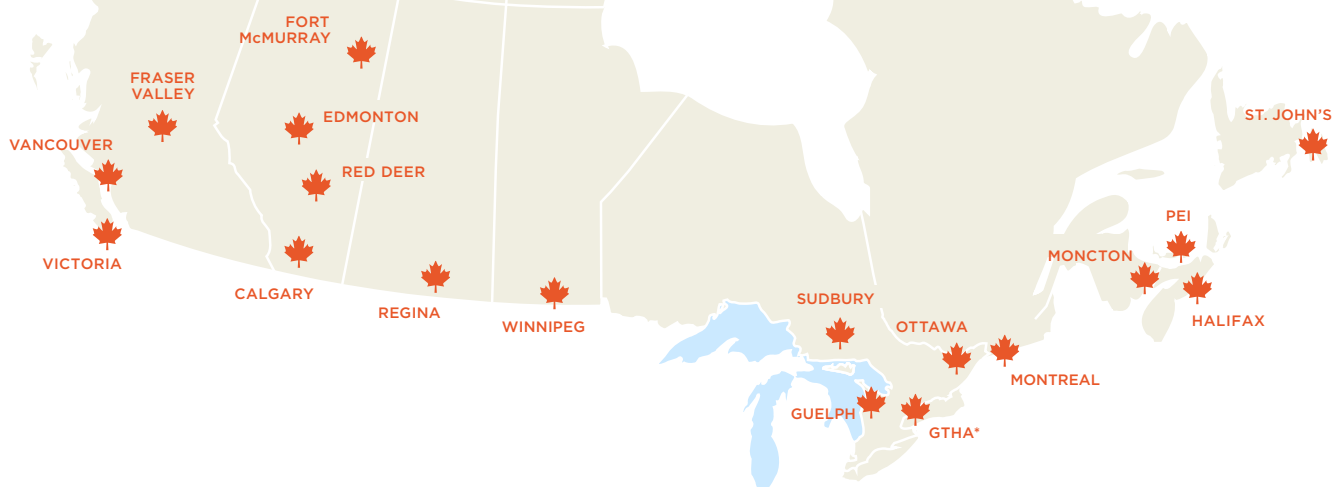


JP PETINES & CLARECIA CHRISTIE, ICC VOLUNTEERS

“Volunteering with the ICC allows me to experience becoming a Canadian citizen over and over again.”

CLARECIA CHRISTIE,  
VOLUNTEER

## OUR VOLUNTEER COMMITTEES, COAST-TO-COAST



Victoria, BC; Vancouver, BC; Fraser Valley, BC; Calgary, AB; Red Deer, AB; Edmonton, AB; Fort McMurray, AB; Regina, SK; Winnipeg, MB; Ottawa, ON; Sudbury, ON; Guelph, ON; Montreal, QC; Moncton, NB; Charlottetown, PEI; Halifax, NS; St. John's, NL; GTHA\* — Fort York, Mohawk College, Art Gallery of Hamilton, Burnt Elm PS Brampton, Parkdale, Downtown Toronto, MaRS Discover District, Trinity/Massey Colleges, TIFF Bell Lightbox, Luminato Festival, Thorncliffe & Flemingdon Parks, Scarborough Youth, Markham, Oshawa Public Library, Deer Park and Mississauga





## CEREMONIES OF NOTE

### Rideau Hall & Luminato — three years strong!

This year marked three years of hosting two of our most captivating ceremonies: in December 2013, Adrienne Clarkson joined our Ottawa volunteers to welcome 39 new citizens from 24 countries at Rideau Hall with His Excellency, the Rt. Hon. David Johnston; and in June 2014, we welcomed 60 new citizens from 25 countries as part of Toronto's Luminato Festival.

## Toronto Argos

### — new citizens take to the field!

In November 2013, we hosted our first community citizenship ceremony with a professional sports team. A partnership with the Toronto Argonauts allowed us to welcome 96 new citizens from 30 countries on the field at the Rogers Centre, kicking off the Toronto Argonauts–Montreal Alouettes game. With 20,000 spectators joining the celebrations, the new citizens excitedly took the Oath led by Russ Jackson, member of the Order of Canada and the Canadian Football Hall of Fame, and sang the national anthem. The new citizens and their guests were given free tickets to stay and watch the game, many experiencing Canadian football for the first time.



LUMINATO CEREMONY, ONSTAGE IN DAVID PECAUT SQUARE



## WHAT'S NEXT

Every Canadian should experience a citizenship ceremony, and we are dedicated to making this a reality. We're currently working with Citizenship and Immigration Canada to plan more large-scale ceremonies, and we'll continue our annual ceremonies at Rideau Hall and Luminato. We're also working on a challenge that will encourage ceremony participants (new citizens, guests and volunteers) to tell their networks about their ceremony experiences in hopes more will join us.

ARGOS CEREMONY AT THE ROGERS CENTRE





CULTURAL  
ACCESS



## HIGHLIGHTS

Surpassed  
**100,000**  
program members

**1,200+**  
participating  
attractions across  
the country



## LISTEN TO THIS

*A CAP  
member,  
on Metro  
Morning*





"I signed up immediately to experience Canada, and travel by train — which I did with the CAP-VIA discount, 8 days from Vancouver to Toronto all on my own! I have been sharing my experiences with other new Canadians and all my friends. Canada has so much to offer. I am extremely proud to be a Canadian and a CAP member!"

GLORIA LEWIS,  
CAP MEMBER





## OUR CULTURAL ACCESS PASS (CAP) ENCOURAGES NEW CITIZENS AND THEIR CHILDREN TO CURATE THEIR OWN CANADIAN EXPERIENCES DURING THEIR FIRST YEAR OF CITIZENSHIP.

By providing free access, CAP opens doors across the country, helping new citizens generate a sense of belonging and engagement in their communities and in Canada as a whole. Thanks to an exclusive offer from VIA Rail Canada, we also make it easier for them to travel across the country to explore their new home.

CAP members are the reason the ICC can successfully carry out our role as connectors, supporting and promoting the new Canadian voice. We rely upon this engaged network to tell us not only what they want to experience, but what they think and value. We gather their thoughts on the program to educate our partners — using their insights, we presented a panel at the Canadian Museums Association's annual conference. Their perspectives are also the driving force behind our ICC Insights initiatives (*Playing together* —

*found on page 20*). They are our ambassadors at our events and in our creative projects showcasing new citizens (*Citizens in Action* — *found on page 25*).

CAP wouldn't be possible without our extensive roster of attractions, partners and generous donors, like the RBC Foundation, which support our warm, inclusive welcome to Canada's newest citizens.

## STILL GROWING...100,000 MEMBERS & MORE PARKS!

Our ambitious vision for CAP to become a national force has materialized. In a mere five years, the program went from having some 30,000 regional members to more than 100,000 nationwide. This year, we surpassed all previous records of membership; more than 200 people registered daily in March 2014! Our growth story also continues with our program attractions. Our roster has surpassed 1,200, thanks to Manitoba Parks adding 50 locations and Saskatchewan Parks adding 35 locations for members to visit for free.

THE FORKS NATIONAL HISTORIC SITE, PARKS CANADA





“The ICC connects Parks Canada with new citizens by creating opportunities for them to experience the inspiring natural beauty of Canada’s national parks and national marine conservation areas, and to embark on fascinating journeys of discovery at our national historic sites. We look forward to welcoming even more new citizens through CAP.”



ELLEN BERTRAND,  
PARKS CANADA

### FEEDING THE TRAVEL BUG

New citizens love exploring Canada — especially with CAP. This year marked the second anniversary of our collaboration with VIA Rail Canada. More than 4,500 new citizens took advantage of our offer to explore the country by train, doubling last year’s usage. We also partnered with Ottawa Tourism to launch an exclusive contest awarding a lucky member a weekend trip for two to Ottawa. The contest was a huge success, with more than 3,500 members participating.



URMIL PATEL, CAP CONTEST WINNER

### COMING FOR CULTURAL EXPERIENCES, STAYING TO SHARE PERSPECTIVES

Our members make it possible for us to promote the new Canadian voice. Thanks to a high level of engagement with CAP, many new citizens now interact with the ICC well beyond simple program participation. This year, we launched new platforms for new citizens to share and connect with one another and our partners. During Citizenship Week 2013, we collaborated with CBC Toronto to host Culture Cafe, bringing together 20 CAP members,



CBC CULTURE CAFE

CBC producers and on-air personalities for an editorial roundtable on citizenship. Our new citizens shared their stories with the CBC, which then shared them with the rest of the country (via television and radio) in an effort to celebrate newcomers’ journeys to Canada and citizenship.



### WHAT’S NEXT

Our country is at its best when new citizens actively participate in Canadian culture. CAP is now poised for its next phase of major growth. To keep up with the increasing number of new citizens being sworn in, we’re exploring ways to streamline the registration process and deliver one-to-one customized communications based on member preferences.



## LaFontaine-Baldwin Symposium

### HIGHLIGHTS

Brought the Symposium  
back to Toronto

350 people joined us to hear  
Robert LePage speak  
about Identity & Belonging

120 joined our roundtable  
to share their ideas



LISTEN  
TO THIS

*CBC Radio broadcast  
of lecture*

"I am both thrilled and honoured to be the 2014  
Symposium lecturer. It is a unique  
opportunity to celebrate new citizens and to explore  
how the mixing of different cultures is shaping our identity  
and making us all citizens of the world."

ROBERT LEPAGE,  
12TH SYMPOSIUM SPEAKER



**FOUNDED IN 2000 BY JOHN RALSTON SAUL, OUR LAFONTAINE-BALDWIN SYMPOSIUM IS A SIGNATURE EVENT HOSTED ACROSS THE COUNTRY, SHOWCASING LEADING THINKERS.**

This intellectual platform allows us to talk about the themes that underlie the work we do on a daily basis through Building Citizenship, CAP and ICC Insights.

Unlike most speaker series, the Symposium encourages two-way communication between the audience and our lecturers. The event consists of a keynote address followed by roundtable discussions to create an inspiring space for new perspectives and idea sharing.

Each year, we use a different lens to explore the new Canadian voice. Although our speakers may not have a direct immigrant narrative, their work and life experiences allow them to express themes and perspectives that offer different views on this topic. To ensure the new citizen voice is present, we invite 15 Cultural Access Pass members to attend as our ambassadors and offer discounted tickets to all CAP members.

**12TH LAFONTAINE-BALDWIN SYMPOSIUM WITH ROBERT LEPAGE**  
**October 18, Toronto**

We joined forces with the Stratford Festival again, this time in Toronto, to present our 12th LaFontaine-Baldwin Symposium, featuring cutting-edge creator Robert LePage.

**12TH SYMPOSIUM LECTURE:**  
**AN ARTIST'S VIEW ON IDENTITY & BELONGING**  
**Isabel Bader Theatre**

Robert addressed 350 people, and many more online watching the live webcast. It was a rare opportunity to hear him speak about his personal life and the themes that fuel his work. Insightful and entertaining, he showed us how different cultures brought together are shaping our identity: "By learning other languages, we often learn about our own culture." The lecture featured introductory remarks by Adrienne Clarkson, John Ralston Saul and Antoni Cimolino, the Stratford Festival's Artistic Director. John also led an audience Q&A with Robert.



"Only once before have I felt more  
**honoured**, and that was the day  
I became a Canadian citizen.  
This was a remarkable chance to express my thoughts,  
**ideas and personal stories.**  
We are all choosing to belong, to bring  
**OUR UNIQUENESS** and share it with our fellow citizens  
to create a **united Canada.**"



DEBORAH DAVIS,  
CAP AMBASSADOR,  
12TH SYMPOSIUM

**POST-LECTURE ROUNDTABLE DISCUSSION**  
**Gardiner Museum**

Immediately following the lecture, 120 audience members participated in an intimate discussion on the ideas presented by Robert. Seated at tables, each group was asked to work through pre-set questions and then share their table's highlights with the room in a conversation moderated by John, Robert and Adrienne. The room was buzzing with excitement as participants eagerly shared how Robert's ideas resonated with their own experiences.



**WHAT'S NEXT**

One of the greatest acts of citizenship is for Canadians to accept the challenge of adding their voices to national conversations. We're currently in the process of selecting the speaker for our 13th LaFontaine-Baldwin Symposium, which will return to Stratford.





# ICC Insights...

## HIGHLIGHTS

Canada's first national  
survey on new citizens'  
connection to sports

4,000+  
members of our  
Cultural Access Pass  
program participated

"I had to be a part of the sports study. When I came to Canada, I didn't know anybody. Sports started my integration. I enrolled my kids into sports and suddenly my life changed. It was interesting to learn how similar my experiences were to others."

AMALIA TRUSCA,  
PLAYING TOGETHER PARTICIPANT







## ICC INSIGHTS — AN INITIATIVE DEDICATED TO REFRAMING THE NATIONAL CONVERSATION ON INCLUSION, IDENTITY AND CITIZENSHIP — FORMALLY BRINGS THE NEW CITIZEN VOICE TO THE CANADIAN MAINSTREAM.

Our focused research stands alone in its mission to develop a comprehensive understanding of newcomers' experiences as Canadian citizens — beyond immigration and settlement.



### PLAYING TOGETHER — NEW CITIZENS, SPORTS & BELONGING

As the World Cup was ending and Toronto began its countdown to the 2015 Pan Am/Parapan Am Games, we released our country's first national study on new citizens' connection to Canadian sports.

*Playing together — new citizens, sports & belonging* captures firsthand accounts from more than 4,000 new citizens — members of our Cultural Access Pass program — collected from a national online survey and cross-country focus groups. New citizens shared what they're playing and watching, what's keeping them on the sidelines and if sport can be used as a mechanism for integration.



KARL SUBBAN,  
FATHER OF MONTREAL  
CANADIENS STAR  
P.K. SUBBAN

“AN airplane moved us to Canada  
and hockey moved us from  
new Canadians to Canadians.  
Playing together shines a spotlight  
ON team Subban's story  
and supports my belief that  
sports have the power to **unite**.”

New citizens even provided recommendations for how Canada's sports organizations can get them into the game.

This study shows us how easy playing together can be if we remove the assumption that everyone knows how it's done. We heard from sports organizations across the country: some asked for more information; many thanked us for validating their efforts to be inclusive.

*Playing together* was made possible through the generous support of Bouygues Building Canada and Doug & Lois Mitchell.



### BARRIERS TO PARTICIPATION

GOOD NEWS! We're not dealing with systemic cultural issues. Barriers are mainly structural challenges that can be solved.

#### THE TOP 3 BARRIERS ARE FAMILIAR to almost all Canadians



OTHER PRIORITIES  
**65%**



TIME  
**56%**



COST  
**54%**

#### BARRIERS UNIQUE TO NEW CITIZENS



NO ONE TO  
PLAY WITH



NO  
OPPORTUNITIES



NO APPROPRIATE  
SKILL LEVEL



NO  
INTEREST



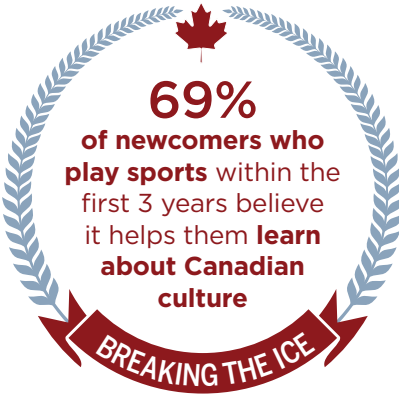
DID NOT FEEL  
WELCOME





## LEARN MORE

See the full *Playing Together* report



THE OVECHKIN FAMILY, CAP MEMBERS

### Sports can teach elements of Canadian culture not learned in books or online:

- jargon and slang
- humour
- how to handle conflict
- acceptable behaviours or gestures



**LISTEN TO THIS**  
*Study presentation*

### WHAT'S NEXT

New citizens' experiences and knowledge offer new perspectives and are essential ingredients for Canada's success. Future research initiatives include a study on new citizens' voting and political participation, and new citizens' connection to outdoors.







ICC

## Collaborations

### HIGHLIGHTS

An interactive microsite  
telling the stories of  
**10** new citizen volunteers  
through videos, portraits &  
written stories

“I follow my passions,  
trying to make a difference in my own small way.”

---

JOANNA VERANO, CITIZENS IN ACTION PARTICIPANT







**COLLABORATIONS ARE WHERE WE EXCEL IN OUR UNIQUE ROLE AS CONNECTORS, CREATING OPPORTUNITIES TO SHARE NEW CITIZENS' STORIES AND PERSPECTIVES.**

## ORDER! ORDER!

In partnership with the Greater Toronto CivicAction Alliance and *grano* restaurant, with support from PwC, the ICC ran its second year of this captivating dinner-discussion series connecting three groups whose paths rarely cross: members of the Orders of Canada and Ontario; CivicAction's Emerging Leaders Network (ELN); and our new Canadian citizens. We have no illusions our discussions will lead to immediate solutions, but we believe in the value of a diverse group exchanging perspectives.

*Order! Order!* relies on a themed discussion ignited by a personal story from our host. This year, we curated



STAFF MEMBER TAWANDA CHIRENDA  
AND NEW CITIZEN AT ORDER! ORDER!

insightful conversations over two dinners. *What's your Canada?* was held in October 2013 during Citizenship Week and moderated by Ravi Jain, notable playwright, actor and educator. *The Luxury of Volunteering* was held during National Volunteer Week in April 2014 and moderated by Noreen Javed, corporate responsibility practitioner and ELN Co-Chair.

*THE LUXURY OF VOLUNTEERING* DINNER PARTNERS NOREEN JAVED, GILLIAN SMITH, JAMES TEMPLE, JOHN RALSTON SAUL, SEVAUN PALVETZIAN, CINDY TAN & ROBERTO DANTE MARTELLA







MARTHA HANCOCK,  
MANULIFE

“At Manulife, we draw our inspiration from Canada’s volunteers and encourage everyone to find their own **volunteer opportunity.** **Citizens in Action** provided a new way for us to inspire by bringing the **voices of** Canada’s newest citizens, and their remarkable volunteer stories, to the rest of the country.”

## Citizens in Action



### CITIZENS IN ACTION

Through the generous support of Manulife, we’ve created an interactive online exhibition ([citizensinaction.ca](http://citizensinaction.ca)), showcasing the stories of our country’s new citizen volunteers through videos, portraits and short stories.

We’re introducing Canada to these amazing individuals in an effort to create a better, broader and different understanding of volunteerism, community engagement and citizenship, and to positively shape our country’s perception of its newest citizens.

In celebration of National Volunteer Week (April 2014), the project launched with one new citizen feature and was updated monthly in anticipation of a full launch on International Volunteer Day (December 5). The site’s interactive feature, activated with the full launch, will allow any visitor to contribute his or her own volunteer story. These stories, displayed in a special section, greatly extend the project’s reach.

*Citizens in Action* wouldn’t have been possible without the creative and talented team behind the production of each story and, most importantly, our new citizens who gave us their time and let us into their lives (and their homes!) to capture their moving stories.



CITIZENSINACTION.CA



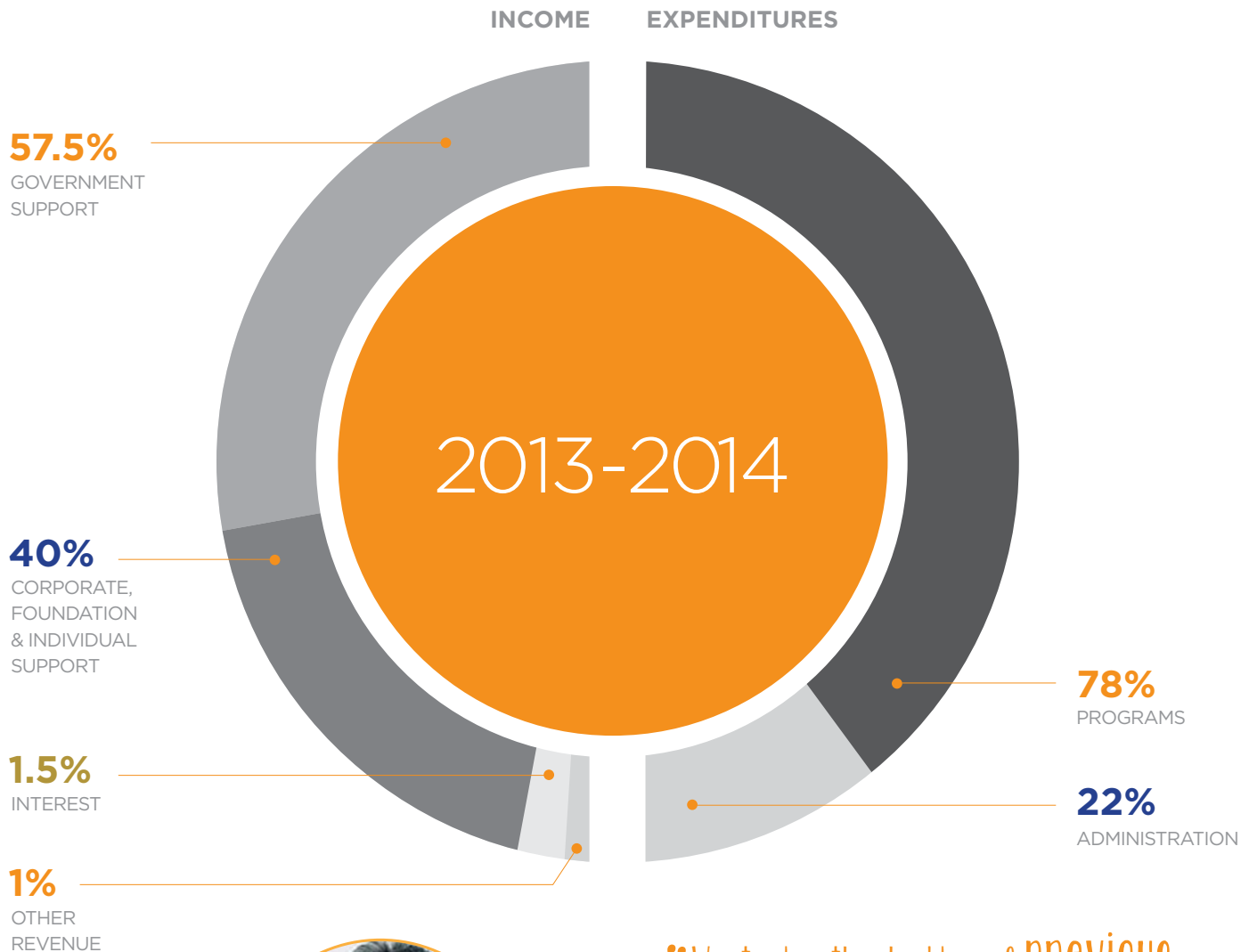
### WHAT'S NEXT

*Order! Order!* will continue to explore the themes of belonging, citizenship and volunteering. We’re searching for more collaborations that allow us to evolve and bring the new citizen voice to new audiences.



## FINANCIALS

The ICC is committed to responsible budget management.



ROGER ANTHONY LEMKE,  
DONOR

"We stand on the shoulders of previous generations of immigrants. How well we welcome the next generations of new arrivals will determine the kind of country we are leaving to our children. Thanks for a wonderful initiative."



# THANK YOU

Our sincerest thanks go to the following donors and partners for their generous support of our efforts to welcome, include and celebrate new citizens this year.

## PARTNERS

- Asterisk Media
- Calgary Fringe Festival
- Calgary Stampede
- Canadian Football League
- Canadian Museums Association
- CIFAR — Canadian Institute for Advanced Research
- Citizenship & Immigration Canada
- CULC — Canadian Urban Libraries Council
- *grano* restaurant
- Greater Toronto CivicAction Alliance
- Hot Docs
- Lisa Davison Design
- Luminato Festival of Arts & Creativity
- Magenta Foundation
- Marinelli McBride Media Group
- MaRS Discovery District
- Maytree Foundation
- National Capital Commission
- Ottawa Sports & Entertainment Group
- Ottawa Tourism
- Parks Canada
- Samara Canada
- Stratford Festival
- TIFF — Toronto International Film Festival
- Toronto Argonauts
- VIA Rail Canada
- Volunteer Canada

## ORGANIZATIONS & FOUNDATIONS

- A-1 Delivery Service Logistics
- AIMIA
- ALDO Group
- ATCO Group
- Beauskin Laser Clinic
- Bell Canada
- Bouygues Building Canada
- Claudine & Stephen Bronfman Family Foundation
- Easton's Group of Hotels Inc.
- FINCOM Investments Ltd.
- Foundation for Youth
- Government of Alberta
- Jacob & Dorothy Hendeles Foundation
- Hal Jackman Foundation
- Magna International Inc.
- Manulife
- MaxSys
- Ontario Trillium Foundation
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- Prospera Credit Union
- RBC Foundation
- Rotary Club of Abbotsford
- Royal Bank of Canada
- St. Joseph Communications
- Tim Hortons Inc.

## INDIVIDUALS

- Gloria Bishop
- Leith Bishop
- Walter M. & Lisa Balfour Bowen
- Véronique Bron
- George & Martha Butterfield
- The Rt. Hon. Adrienne Clarkson
- Barbara Clubb
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There is a role for everyone to play.

#### MAKE A DONATION



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This simple act goes a long way to ensuring we have the resources to grow our programs.

#### PARTNER OR COLLABORATE WITH US

We're always looking for ways to advance and bring the new citizen voice to more audiences. We're also interested in creating distinct experiences, connections and resources for our new citizen program members.

#### VOLUNTEER

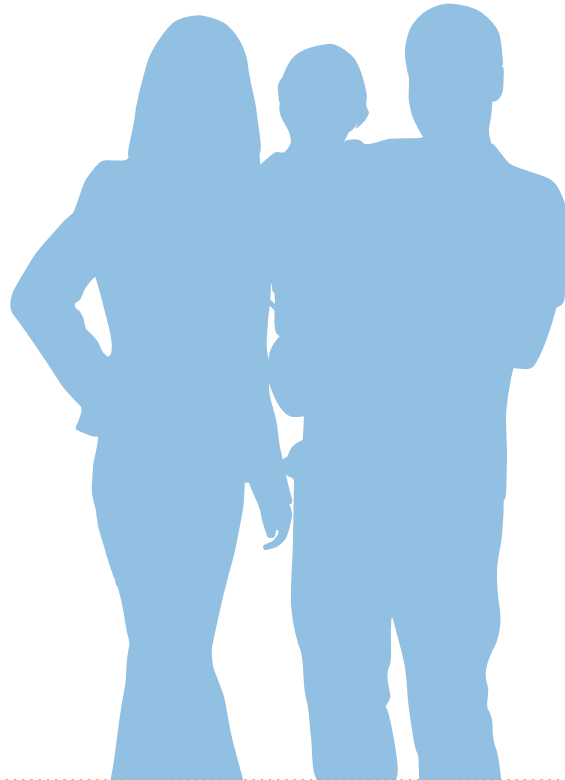


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Experience one of the most memorable moments in a new citizen's life and welcome new citizens to your community. Participate in our Building Citizenship program by joining a committee and organizing community citizenship ceremonies or volunteering to lead a roundtable discussion during a ceremony.

#### FOR MORE INFO

Visit [icc-icc.ca](http://icc-icc.ca) or email [info@icc-icc.ca](mailto:info@icc-icc.ca)



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"Since joining VIA Rail four years ago,  
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there is no better way to discover the true essence  
of Canada.  
Our collaboration with the ICC connects us to new citizens.  
Together, we invite them to experience the joy of travelling by rail  
and to explore their new home."



NEW CITIZEN PARTICIPATING  
IN A ROUNDTABLE DISCUSSION



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The ICC is a national, non-profit charity co-founded and co-chaired by the Rt. Hon. Adrienne Clarkson and John Ralston Saul. Charitable Registration Number: 823034145RR0001