

2019 - 2021 Our Impact



Institut pour la citoyenneté canadienne

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Mission:

Unlock Canada for newcomers.

Vision:

Canada is the most welcoming country on Earth.

Message from the Co-Chairs

We built the Institute for Canadian Citizenship (ICC) on the basis of a simple vision: a society where everyone belongs is one we can all be proud to call home. Our goal is to unlock Canada for newcomers, in hopes that we can make our country a more welcoming place.

Our work has always been an urgent need, but in the shadow of this worldwide health crisis, the softer side of the human need for inclusion, belonging, and community is more important than ever. In this extremely challenging environment, we have renewed our commitment to embracing newcomers, showing them that no matter where they come from, or when they arrived, Canada is their home now.

The pandemic, and our reemergence from it, is a testament to the resilience of our team, our partners, and the community of passionate Canadians who support our work. Despite the lockdowns, we launched two national advocacy campaigns. We held our inaugural online 6 Degrees event, featuring participants from around the world. We worked alongside Immigration, Refugees and Citizenship Canada to pilot virtual citizenship ceremonies, welcoming thousands of new citizens over the Internet. Another first. Our Canoo Cultural Access Pass continues to grow, and has now supported more than 405,000 new citizens on their journey to belonging. We will soon expand this program to include some 2 million permanent residents.

These successes are team efforts. Our board, our donors, and the newcomers we serve work together to build the open, welcoming society we all deserve. In particular, we wish to thank our staff for their dedication, enthusiasm, and adaptability throughout this uncertain time. And to welcome our new CEO, Daniel Bernhard.

To you, our partners, Canoo members, 6 Degrees participants, donors, and community members, we are ever grateful. We have missed you, and look forward to gathering together in person soon.

Sincerely,

The Rt. Hon. Adrienne Clarkson & John Ralston Saul Co-Founders & Co-Chairs,

Co-Founders & Co-Chairs, Institute for Canadian Citizenship "In this extremely challenging environment, we have renewed our commitment to embracing newcomers, showing them that no matter where they come from, or when they arrived, Canada is their home now."

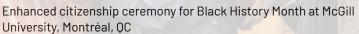
Looking Back to Look Ahead

Years in Review: 2019-2021











Enhanced citizenship ceremony at Acadia University, Wolfville, N.S.





INSPIRE - ENGAGE - EMPOWER Celebrating 15 Years!

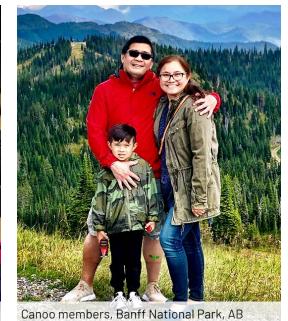




Virtual enhanced citizenship ceremony with Judge Joan Mahoney







6 Degrees, Berlin, 2020



Virtual enhanced citizenship ceremony with Judge Suzanne Carrière



Canoo members, Vancouver Art Gallery, BC



Canoo members, Vancouver Art Gallery, BC

Looking Ahead

Canada is crying out for renewal. Economic renewal that finally reconciles prosperity with human survival. Social renewal that finally recognizes the dignity and value of all people. Political renewal that finally does away with finger pointing and reflects the urgent will of Canadian people, ushering in an new era of democratic flourishing.



Societies that welcome new people as full and equal participants in economic, social, and political life will discover the path to renewal, and so far, Canada seems poised to lead the world in this regard. We will only meet the challenges of our time with new ideas, born of new experiences, applied with new energy. There is no other way.

The ICC's work to unlock Canada for newcomers is therefore of vital national importance. Those who feel at home here will stay, and infuse new thinking and new perspectives into our culture, economy, society and politics. Those who don't find belonging will seek it elsewhere, and take their ideas, experiences and energy with them. Canada wants to believe that it is the most welcoming country on Earth. Our job is to make that story more and more true with each passing day.

This report highlights all we've done since 2019 to build a cross-Canada welcoming machine. It also reveals the vast potential we have only just begun to realize. I am particularly encouraged by our plan to revamp and revitalize the Canoo Cultural Access Pass, which will soon be available to a much larger population of newcomers and contain exciting new benefits that will make a concrete difference in the live of hundreds of thousands of people per year.

Our team is vibrant and motivated. Our board is determined and open-minded. Our mission is right. Our challenge is clear.

We have everything we need to embark upon a new journey of growth and development, to play a major role in helping Canada to attract, retain, integrate and empower newcomers.

We are beyond fortunate to enjoy the support of such a broad and diverse community of donors and partners, but as with this great land we call home, there is always room for more.

I hope I can count on you to join us in this work of vital national importance. Welcoming is a collective ambition we can only achieve together. The ICC's success will leave Canada bigger, better, and more dynamic than ever. I for one can't wait to see that beautiful Canadian future come to life, thanks in no small part to the commitment and generosity of our donors and supporters.

Onwards,

Daniel Bernhard

Chief Executive Officer, Institute for Canadian Citizenship

Our Work



Our programs and special projects inspire inclusion, celebrate newcomers, and encourage active citizenship.

This is how we do it.

Canoo Cultural Access Pass

Our one-of-a-kind program, Canoo Cultural Access Pass is the centerpiece of our efforts to unlock Canada for newcomers and make them feel wanted, respected and at home here.



Canoo is a mobile phone application that provides new Canadian citizens free admission to 1,400 of Canada's best museums, galleries, science centres, parks, and other cultural sites. Canoo allows our country's newest members to enjoy the unique opportunity to learn, explore, and engage fully with their communities and others across Canada. By offering cultural experiences that bring different people with different stories and viewpoints together on equal terms, Canoo embeds a shared appreciation for life in Canada and the many cultural wonders it affords us.







I,UUU+ users daily in 2019 and pre-COVID 2020



60,000+
free visits facilitated
annually



1,400+ arts and cultural partners

Building the Future of Canoo

We envision Canoo as the one-stop destination for all newcomers to discover Canada through Canadian arts and culture experiences, volunteer opportunities, live events, such as concerts, special offers for travel, as well as workshops on different topics catered to the needs of newcomers.

We estimate that by 2023, Canoo will have reached over 600,000 newcomers.

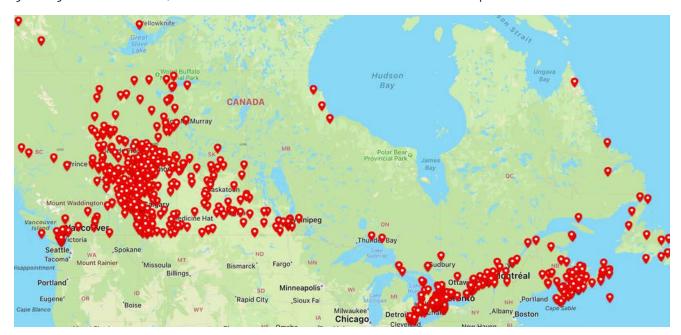
- 81% of Canoo members have reported feeling welcomed, special, and included
- 92% of Canoo members said they intend to continue visiting cultural spaces after Canoo
- 80% members would recommend Canoo to other new citizens
- 71% said that participating in Canoo increased their knowledge about Canada
- Canoo has an 86% rating in user surveys

Amidst widespread closures of arts and cultural institutions across the globe in the wake of COVID-19, there were immediate concerns regarding the risks of social isolation, as well as the stability of the arts and cultural space. While the pandemic plunged arts and cultural institutions into uncertainty and financial suffering, the ICC stepped up to keep art alive by promoting digital access to arts and cultural establishments across Canada through Canoo. By creating a space for social connection and mental health promotion, Canoo is changing how we engage with arts and culture, while building a more inclusive and connected Canada.



Canoo Partner Map

The success of Canoo lies with our incredible partner network including 1,400 of Canada's most iconic galleries, museums, science centres, national parks, and cultural establishments. Today, we have an evergrowing network of over 1,400 Canoo Partners all across Canada. Here's a snapshot of our Partner Network:



Selected Canoo Partners

Alberta

- TELUS Spark, Calgary
- 2. Peace River Museum, Archives and Mackenzie Centre, Peace River
- 3. Reynolds-Alberta Museum,
- Wetaskiwin 4. Walter Phillips Gallery, Banff
- 5. Oil Sands Discovery Centre, Fort McMurray

- New Brunswick
 1. Fundy National Park, Alma Science East Science Centre,
- Fredericton
 Cape Jourimain Nature Centre,
- Wolastoq Valley Trail, Bristol Beaverbrook Art Gallery,
- Fredericton

Nova Scotia

- Canadian Museum of
- Immigration at Pier 21, Halifax Whitney Pier Historical Society Museum, Sydney
 Firefighters' Museum of Nova
- Scotia, Yarmouth
 4. Cape Breton Highlands National Park, Ingonish Beach
- 5. Art Gallery of Nova Scotia, Halifax

Prince Edward Island

- 1. Ardgowan National Historic Site, Charlottetown
- Prince Edward Island National
 Park, Dalvay by the Sea
 Province House National
- Historic Site, Charlottetown 4. Green Gables Heritage Place,
- Cavendish

 5. Skmaqn-Port-la-Joye-Fort
 Amherst, Rocky Point

British Columbia

- Squamish Lil'wat Cultural Centre, Whistler
 Stanley Park National Historic
- Site, Vancouver
 3. Royal BC Museum
- 4. Fort St. James National Historic Site, Fort St. James
- 5. Two Rivers Gallery, Prince George

Newfoundland and Labrador

- 1. Labrador Interpretation Centre The Rooms
- Hopedale Mission National Historic Site Torngat Mountains National
- Park, NL 4. Newfoundland Symphony Orchestra, St. John's
- 5. Opera on the Avalon, St. John's

Nunavut

- Ukkusiksalik National Park
- 2. Auyuittuq National Park, Pananirtuna
- 3. Quttinirpaaq National Park, Pond Inlet
- 4. Sirmilik National Park, Pond

Ouebec

- Montréal Science Centre, Montréal
- 2. Sir Wilfred Laurier National Historic Site, Laurentides
- Musée national des beaux-arts du Québec, Québec City
- Battle of the Restigouche National Historic Site, Pointe-à-la-Croix
- 5. Louis S. St. Laurent National Historic Site, Compton

Manitoba

- Manitoba Museum, Winnipeg
 Royal Winnipeg Ballet,
- Winnipeg
- 3. York Factory National Historic Site, York Factory 4. Swan River Provincial Park,
- Swan River 5. Mennonite Heritage Museum, Steinbach

Northwest Territories

- Prince of Wales Northern Heritage Centre, Yellowknife Nááts'ihch'oh National Park
- Reserve, Tulita Saoyú-?ehdacho National Historic Site, Great Bear Lake Tuktut Nogait National Park,
- 5. Nahanni National Park Reserve, Fort Smith

Ontario

- Art Gallery of Ontario, Toronto
 London Regional Children's

- Museum, Toronto
 3. Science North, Sudbury
 4. Laurier House National Historic Site, Ottawa 5. Terra Cotta Conservation Area,
- Credit Valley Conservation



Enhanced Citizenship Ceremonies

For every aspiring citizen, the citizenship ceremony is the realization of a long dream. Celebrating the life-changing moment of citizenship and welcoming the newest members of our Canadian family is essential. This is why, in partnership with Immigration, Refugees and Citizenship Canada (IRCC), we host enhanced citizenship ceremonies.

Our enhanced citizenship ceremonies turn one-way citizenship ceremonies into open dialogues that bring new citizens into conversation with Indigenous people and longer-standing local citizens to reflect on what it means to be Canadian, the value of active citizenship and inclusion, and their personal journeys to citizenship. Our enhanced citizenship ceremonies take place in every province and territory, in both official languages.

Today, all over the country, ours is the model for more meaningful, memorable ceremonies centered on celebrating the plethora of culture, diversity, and languages that constitute Canada.



CEREMONIES IMPACT



350+ hosted



14,000+ new Canadians sworn in



4,324 roundtable hosts



5,600 volunteers



69
cities across
Canada



#CelebrateCitizenship

Our commitment to celebrating citizenship is unparalleled. Often, our newest citizens have to take unpaid time off to attend their citizenship ceremony. On May 1, 2019, we launched the **#CelebrateCitizenship challenge** to businesses across Canada to join us in celebrating citizenship by providing employees with paid time off to attend their citizenship ceremony.

After launching a national poll in partnership with Leger, we found that an overwhelming number of Canadians, despite differences across age, income, gender, and region, agree with us. **This is why we must commit to #CelebrateCitizenship.**



Join the #CelebrateCitizenship challenge!

To learn more, visit www.inclusion.ca/celebrate-citizenship

#CelebrateCitizenship IMPACT



A nationally distributed survey in partnership with

Leger



50+ Canadian organizations







6 Degrees

As a Canadian-led international coalition for inclusion, belonging, and citizenship, 6 Degrees has made a crucial impact in the lives of participants and the hundreds of thousands of viewers, readers, and speakers around the world who have embraced our bold vision. Since 2016, we have expanded internationally, bringing our unique approach to the Netherlands, Mexico, and Germany.

Between 2015 and 2020, 6 Degrees grew very quickly, starting with our September 2019 Toronto sessions, including, "How to Talk to Your Racist Uncle" and "How to Make Allies." Both sessions dealt with tactical change-making and got #6DegreesTO trending on Twitter. This was followed by excursions to Mexico City to mark the launch of our Southern 6 Degrees hub and to Berlin for the third time, further establishing our presence in the European hub.

In 2020, COVID-19 drastically transformed the in-person events landscape and we had to cancel 6 Degrees Montréal. **But this did not stop us.**

With support from the Government of Canada, we pivoted to deliver digital content for our audience. In September 2020, the 6 Degrees virtual "Coffeehouse" brought 250 people together in discussion around the fault lines that exacerbate divides. A reunion featuring 9 of Canada's greatest minds and former LaFontaine-Baldwin lecturers was organized to to deliver "After COVID-19: Paths to Moral and Civic Renewal," as Senator Murray Sinclair was awarded the Adrienne Clarkson Prize for Global Citizenship with 14,600 viewers watching. In October 2020, 6 Degrees launched the podcast, "What do we do tomorrow?" hosted by Hannah Sung in partnership with The Walrus Lab. You can tune in to the podcast using Apple Podcasts, Google Podcasts, Spotify, or Stitcher.

6 DEGREES IMPACT









Making a Lasting Impact

"Canoo served as a saviour for our family's mental health during COVID. It gave us a chance to explore those places where we'd not been to before. It helped us strengthen the family bond and we discovered hiking as our new family activity."

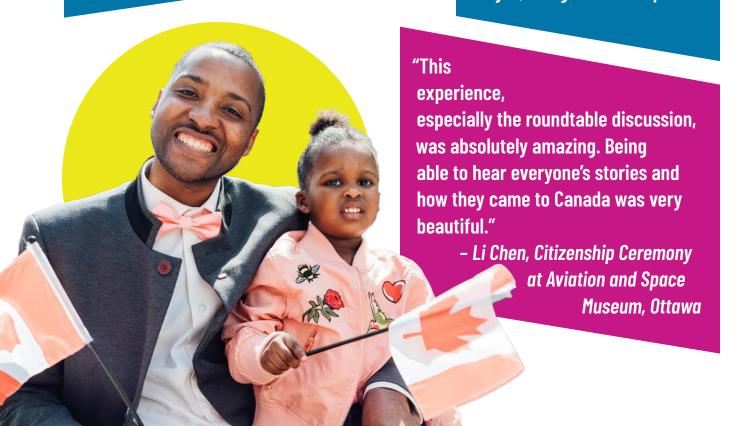
- Prabbuddh, Canoo Member since 2020

"Canoo is a tool to know the country, not only visiting cultural places or sightseeing its amazing parks, but embracing and understanding the reason for being a Canadian in heart and mind."

- Saima, Canoo Member since 2019

"It was a stimulating exchange of a multitude of different voices, ideas and insights into this extremely topical and important issue coming from numerous and diverse people concerned."

- Elijah, 6 Degrees Participant



"Open-ended questions provided in the host guide were very helpful. Diversity and inclusion was a highlighted topic. Being free and living in peace was expressed with gratitude. Greatly supported & respected the inclusion of indigenous perspectives & honourable guests. Certainly felt balanced with a strong indigenous presence. An emotional, beautiful and humbling experience."

– Adebayo, Citizenship Ceremony at Neenigan Centre, Winnipeg

"I feel very honoured to be part of something that really tries to change the world. I've never seen before such a level and eagerness to participate. I can only explain it by the excellent format [and the previous work done with the speakers and

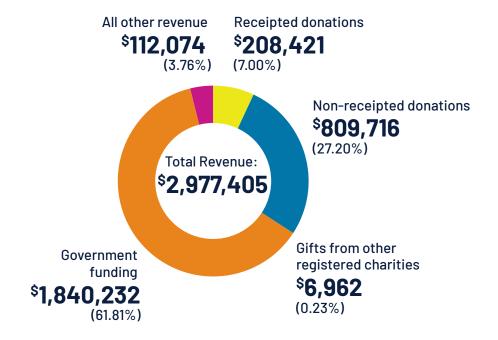
- Martin Vivanco, 6 Degrees Mexico City

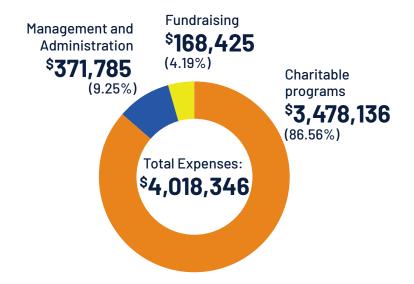
moderators 1."

"The way you are able to create a real discussion between a large group of people is an art in itself, and it was a joy to see the Pierre Boulez Saal brought to life in that manner. The ambition of ICC and everything you are trying to achieve through the 6 Degrees event is really wonderful" – Ole Bækhøj, 6 Degrees Berlin

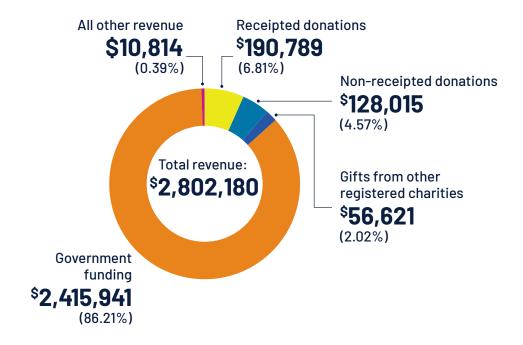


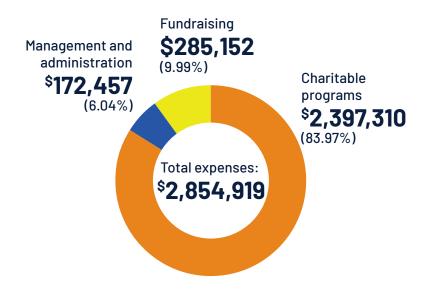
Financials 2019 - 2020





Financials 2020 - 2021





The consolidated financial statements for 2019-2020 were prepared by MNP LLP.

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Additional financial information relating to the ICC can be found on our website https://www.inclusion.ca/ or on the CRA website https://www.canada.ca/en/revenue-agency.html.

Our Community

We are constantly inspired by our community of passionate supporters. The unparalleled commitment of our donors and partners — individuals, foundations, corporations, government—is what builds the strength of our programs.

Thank you for your unwavering support and generosity over the years! We would also like to thank our donors who wish to remain anonymous.

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Government of Canada Power Corporation of Canada TD Bank - The Ready Commitment

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6 Degrees would not be possible without the foundational support of an extraordinary group of civic leaders and visionaries across Canada.

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Sharon Lavigne in honour of Ng Sui Tchin Sharon Tindyebwa

Shashi Shrivastava in honour of Pratibha Shrivastava Shelly Millington Sherald Sanchez Sherap Dorje Sherrel Robertson Shirley McMillan Shuang Wang Shuli Huang Siapata Lokota Sin Man Dianna Der Smita Karwade Sneha Shedage So Hang Chan Sofia Janmohamed Soma Jankovics-Eros Sonia Benetti

Stefano Amelio Stephanie D'Angelo Stephen Newman Stephen Owiredu Stephie Lucien Steve Salmons Stewart Cramer Stewart Y Sukhjit Chauhan Sukhrab Dhindsa

Supratip Mallick in honour of Bidyut Mallick

Susan Swan Syed Rafid Sylvia Olsen Tásneem Rahim Tauseef Iqbal Teresa Roberts Thanawut Aung-Aphinant

Themba Mafu Theresa Lee Thilo Schaefer Tina Choi Tina Fedeski Tom Smallbone Tongling Wang in honour of Zongying Yang Toni Spasov Tortoise Media Limited Toufik Bourriche Travis Pate

Upkar Arora Venice Padua Veronica Gardea

Vicken Koundakjian in honour of my grandparents, genocide survivors Vicky Webster

Victória Cecchini Viktor Dashkov Vincent Aeschlimann Virginia DiLauro Waleed Hafeez Wan Wan

Weidan Ding in honour of XinCheng Ding Wendy Moore Wendy Sung-Aad Wilf Stefan William Killorn Wondimu Senbeto Ximing Wang Yasmina Hassine Tadlaoui in honour

of Kamil & Selim Dadi Ye Han Yifeng Zhang Yue Liu Yves Bastiand Zherrylyn Rivera Zineb Lemssaddak Zobaida Sakoor-Hussain



Our Team

At the ICC, we believe that our team is the key to the successful delivery of the Institute's programs and to sustaining success over the long term. Our team members bring a diversity of perspectives, passions, and talents to citizenship building and advocacy and reflect the lived experiences of Canadian society. The ICC team represents 10 different countries: Mexico, Zambia, Canada, China, Kenya, Bangladesh, Argentina, Pakistan, UK, India!

Meet the ICC team!



Adiba Hassan Events Specialist



Alana Dunbar Director, Philanthropy



Amy Leis Media Relations Specialist



Andrew Beer Customer Support Specialist



Daniel BernhardChief Executive Officer



George Carothers Senior Director, Ideas and Insights



Hoor Tariq Philanthropy Specialist



Joyce Chan Bookkeeper



Melanie Wadey Operations Lead



Nastasia Pappas-Kemps Content Creation Specialist



Philip Chalk Research, Evaluation and Reporting Specialist



Roberto Alvarez Director, Global Partnerships



Salimah Dhallah Director, Program Delivery



Tarun Tripathi Senior Director, Digital Products



Terri Heggum-Allen Senior Finance Director

How You Can Help

We're unlocking Canada for newcomers. Help make it happen!

Your contribution can help us make Canada the most welcoming country on Earth and create new ways to persuade newcomers that they belong here. The work of welcoming newcomers is a labour of love in which all of us must share.

Ways you can make a difference

- GIVE A ONE-TIME GIFT: Every single donation makes a difference, helping to create opportunities to connect newcomers and help sustain our work.
- GIVE A MONTHLY GIFT: One of the most powerful ways you can make a difference is by joining us as a monthly donor and helping us create an inclusive Canada.
- INTERAC E-TRANSFER: To give by e-Transfer, send your donation to donate@inclusion.ca.
- SECURITIES: A donation of publicly traded securities to the ICC can maximize the impact of your philanthropy, without having to pay tax on any capital gains.
- HONOUR SOMEONE SPECIAL: Mark a special someone in your life by making a donation in their honour.
- LEAVE A LEGACY: By establishing a gift to the ICC in your will - you are creating a powerful legacy of support for future generations of new citizens.
- VOLUNTEER: Join us at an Enhanced Citizenship Ceremony or share a community opportunity for newcomers.
- SHARE: Amplifying newcomer voices and opportunities, and sharing what we are doing with your community.
- REACH OUT: If you have an idea to connect newcomers with opportunities, we want to hear it!

For more information on ways you can make a more welcoming world for newcomers, please contact Alana Dunbar, Director, Philanthropy philanthropy@inclusion.ca.





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