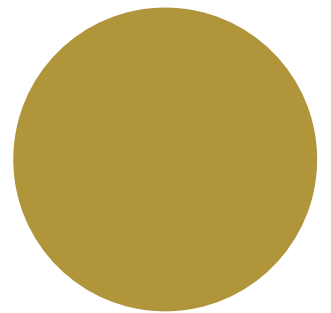
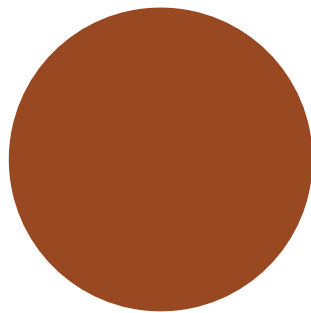
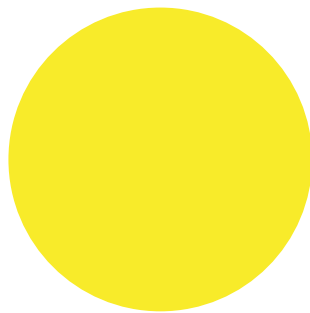
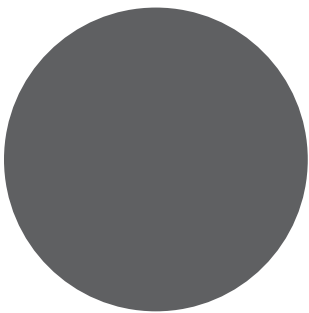
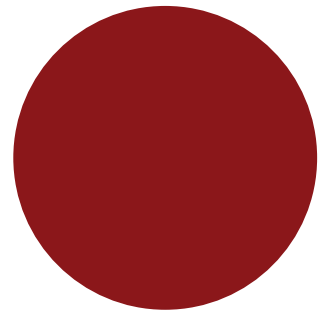
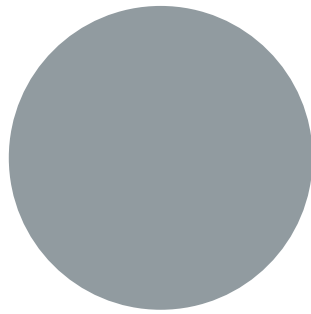
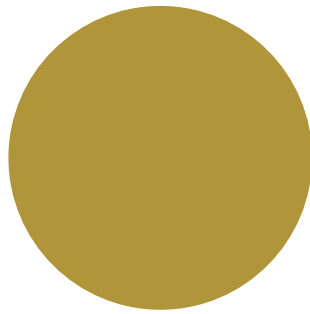
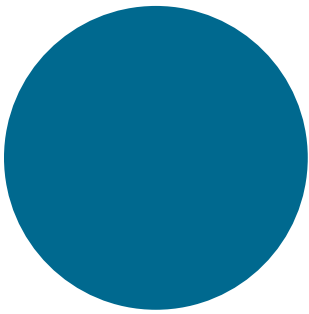
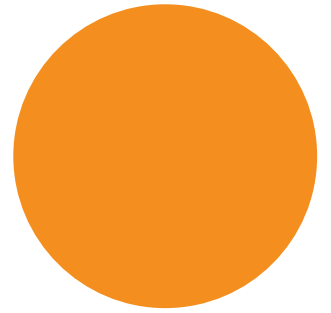
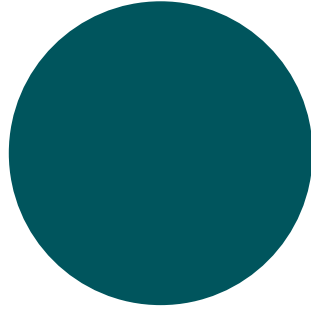
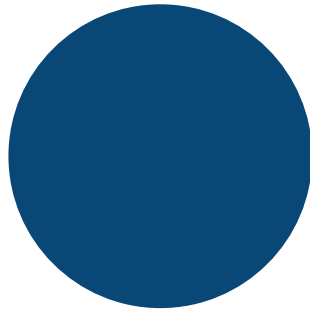
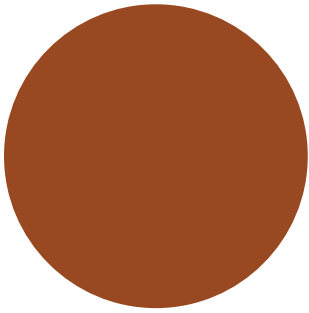
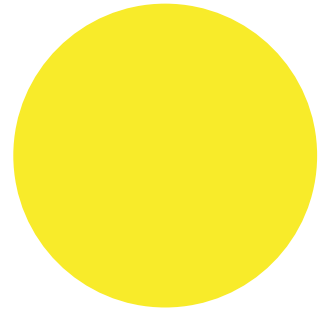
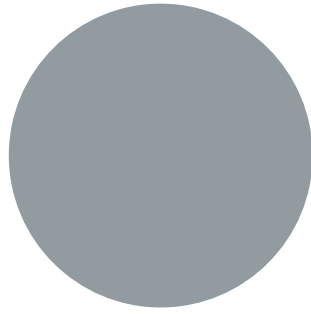
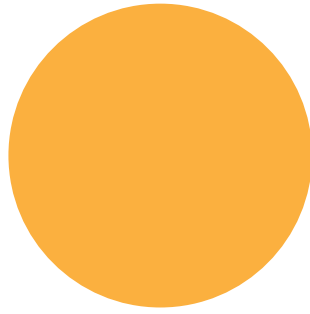
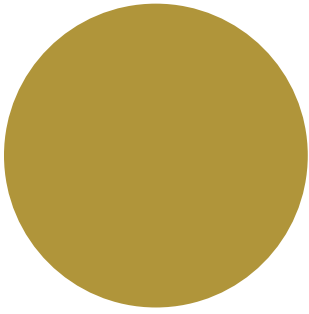
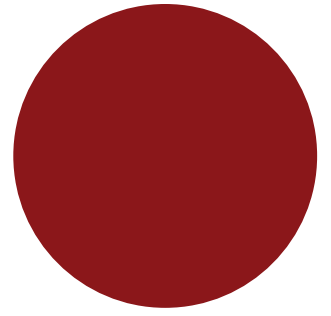
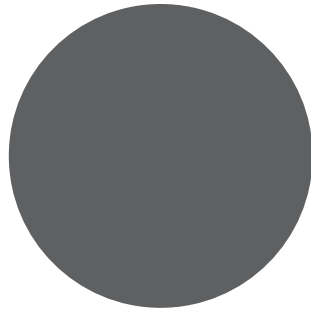


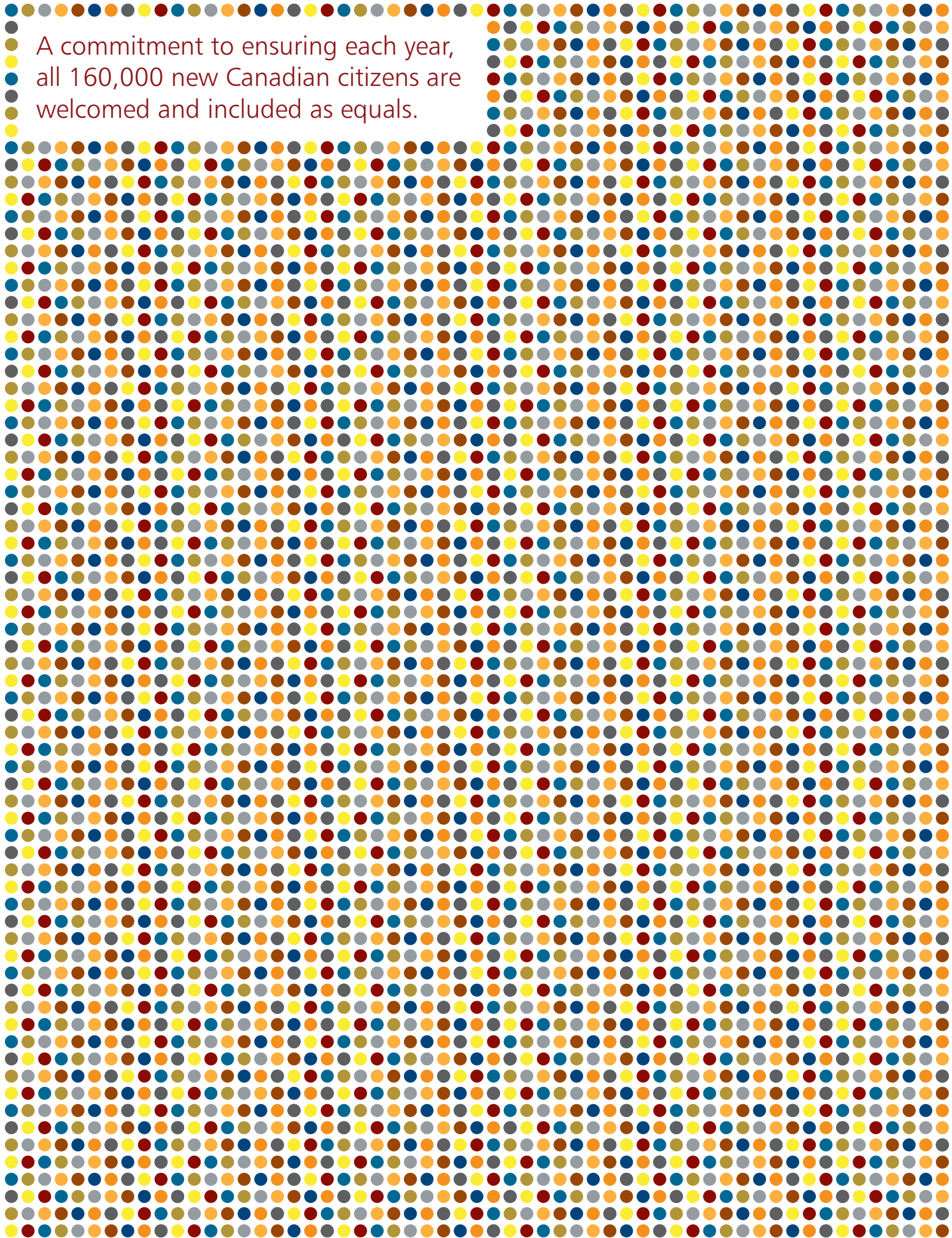
We are driven
by a single,
unwavering mission.



A team 18 strong
connected by the
same commitment.



A commitment to ensuring each year,
all 160,000 new Canadian citizens are
welcomed and included as equals.



Building Citizenship (page 8) connects new and established Canadians at community citizenship ceremonies. This year, we strengthened our network of volunteer committees by building comprehensive volunteer resources, adding new volunteers to our existing national network and shifting our focus to emphasize expansion in the regions where the highest percentage of new citizens make their home.

The Cultural Access Pass program (page 11) has undergone the most substantial overhaul, with the addition of more varied cultural attractions, a new national scope, easier on-line access for members and improved program materials.

The LaFontaine-Baldwin Symposium (page 14) attracted one of the world's most influential speakers this year: His Highness the Aga Khan. His lecture on pluralism and cosmopolitanism underscored perfectly why Canada — and the values we attach to citizenship — is a model for the world.

Taken together, these three programs offer rapidly expanding support to new Canadian citizens and give the ICC the unique ability to connect with them.

Next year, the ICC hopes to build on our capacity to reach this dynamic group by creating more innovative partnerships with organizations that want to share their message with our newest citizens. As well, we will continue to help new citizens share their voices with Canadians at large.

The staff of the ICC would like to thank our Board of Directors for their leadership and wisdom, as well as our many generous donors and partners who continue to support our work — and our vision of the future.



A Letter from the Co-Chairs and the Chief Executive Officer

Citizenship is at the very core of being Canadian. It's the tie that binds our diverse cultures; the foundation upon which people achieve their unique dreams. It's our shared stewardship of one of the greatest countries on earth.

The Institute for Canadian Citizenship (ICC) helps connect with and engage Canadians on matters of citizenship, celebrating what it means to be Canadian along the way. We have the privilege of working with tens of thousands of new Canadians who have had extraordinary journeys making Canada their new home.

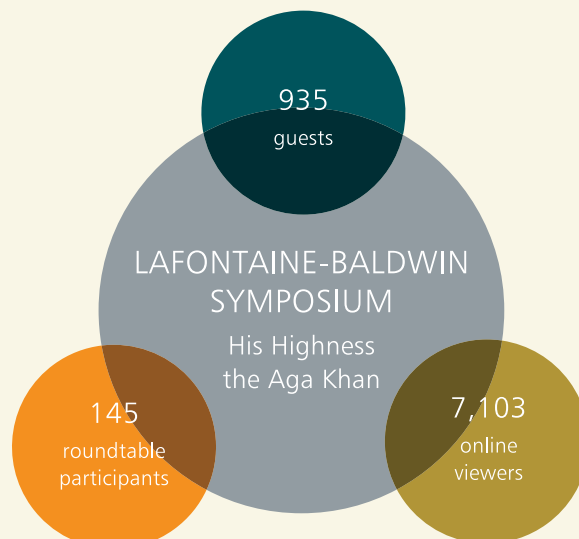
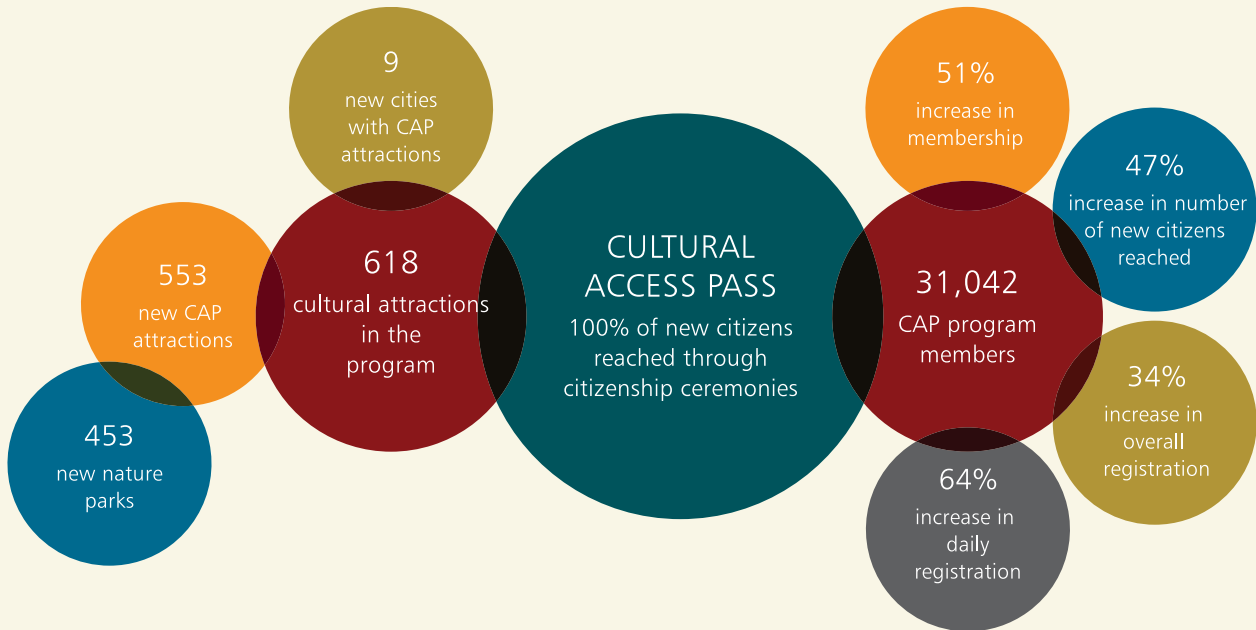
Their stories have both informed and inspired our own transformation at the ICC. Every aspect of our organization has undergone significant change this past year, so that we can deliver our ever-evolving programs to even more Canadians in more parts of the country.

**The Right Honourable
Adrienne Clarkson**

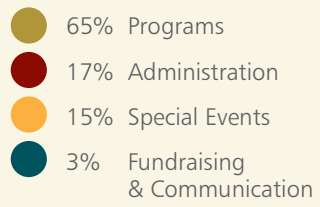
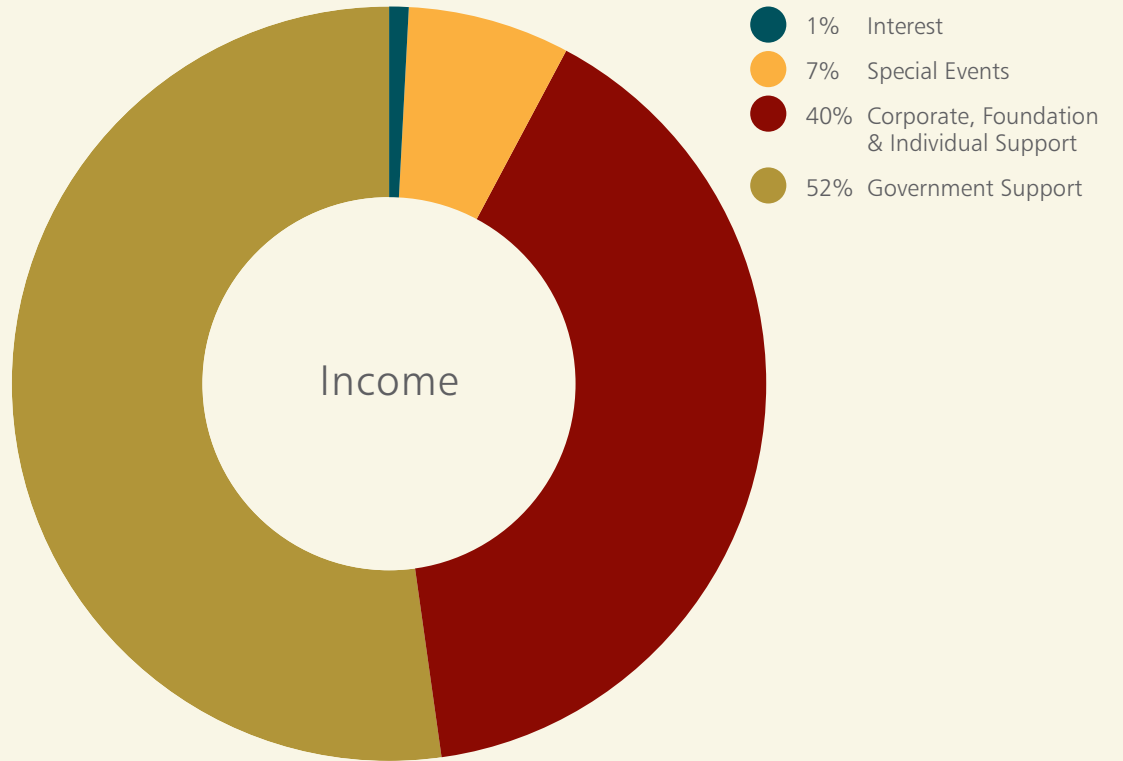
John Ralston Saul

Gillian Hewitt Smith
Executive Director & CEO

Facts & Figures



Financials





ICC community citizenship ceremony, Fort York, April 2011.

Being Canadian means ...

“Having the ability to reach the heights of your capability and share the capability of others, without question.”

Building Citizenship

Cheering, applause, big smiles and tears — you experience that and more at a Canadian citizenship ceremony. Taking the oath of citizenship is a special moment in the life of a new citizen. Often, the road they've taken is long and uncertain, fuelled by the determination to build a new life in Canada and the courage to leave their old familiar life behind. The Building Citizenship program celebrates this moment of extraordinary change.

Every year, ICC volunteers welcome thousands of new Canadian citizens to their communities by hosting citizenship ceremonies at schools, libraries or even in the local park. This past June, the Musqueam Band hosted an ICC community citizenship ceremony on their reserve near Vancouver — the first time a citizenship ceremony has ever been hosted on First Nations territory in British Columbia.

By including roundtable discussions before the ceremony and a reception afterward, these events encourage new citizens and their hosts to meet, tell their stories and share their thoughts on the rights and responsibilities of Canadian citizenship. For the new citizens, it's a warm welcome to Canada from members of their community, and for the established citizens who host the sessions, it's a very meaningful moment. Hosts often remark on how hearing new citizens talk about Canada leaves them with a new perspective on the privilege of Canadian citizenship. Many use the word “epiphany.”

None of this would be possible without the dedication of our Building Citizenship volunteers. More than 550 people are involved with our local committees across the country, creating a dynamic, grassroots national network. These volunteers plan the ceremonies, liaising with Citizenship and Immigration Canada to organize every detail. To support them in this important work, ICC updated all the Building Citizenship program resources and developed a new suite of planning guides for ceremonies and committee governance. We also streamlined the volunteer recruitment process and added more support for local community fundraising. Our website also got an update, including a new volunteer section and a special blog for committee members to exchange ideas and best practices.

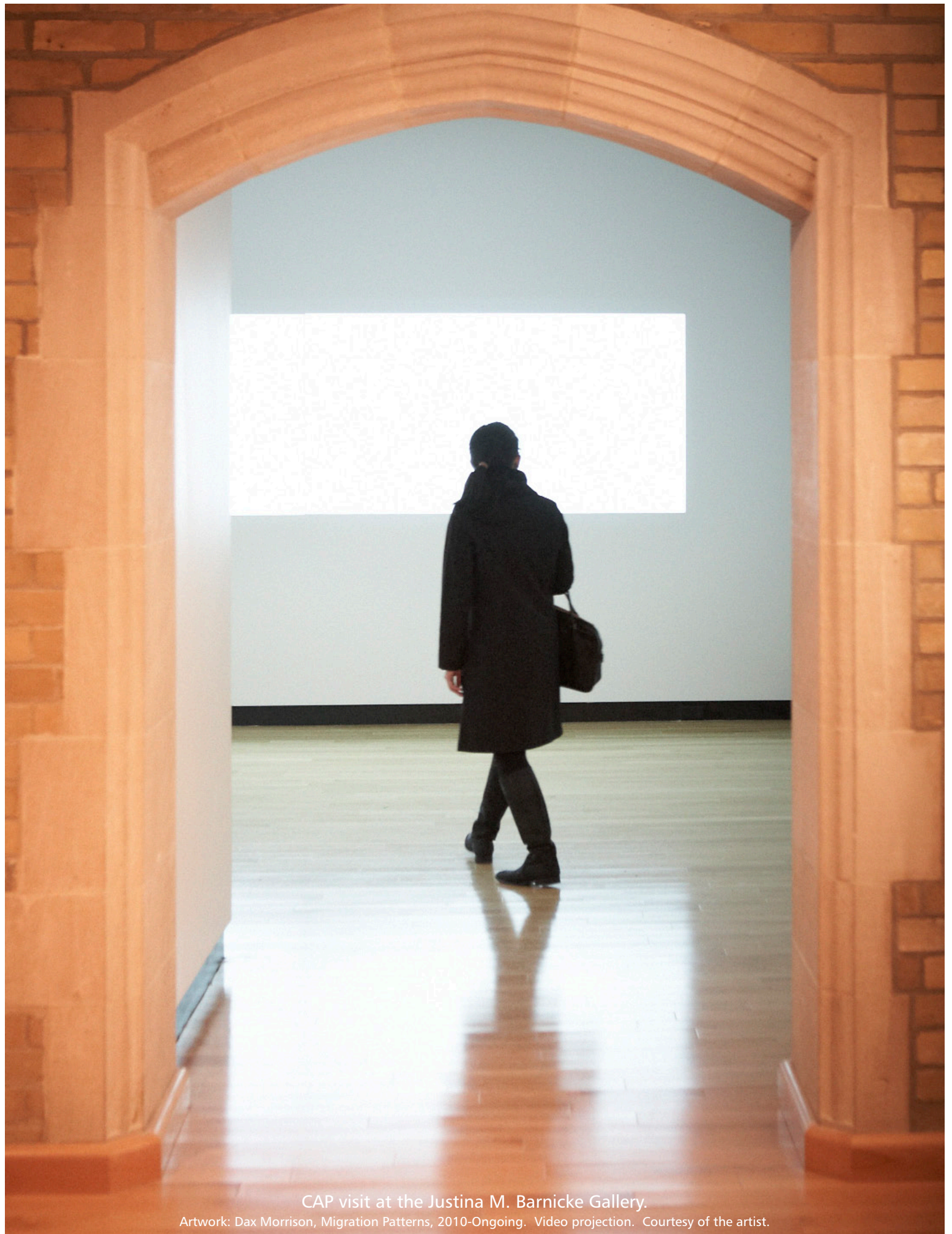
From this solid foundation, the Building Citizenship program will continue to grow in ways that touch both new and more established citizens: with more volunteer citizenship committees in communities where new citizens are establishing their new lives, with opportunities for more Canadians to share in the special moments that come from our roundtable sessions, in person and through ICC communications, events and presentations.



“The work of the ICC really spoke to my soul. Their mandate to create that sense of belonging and engagement in my own community and country was a compelling reason to become involved. It seemed a natural extension of the values that I hold dear, complete with a volunteer opportunity to work with others toward building a community that is a welcoming place for our newest citizens.

Participating in roundtable conversations and going through the formal citizenship ceremony provides us with yet another opportunity to really hear each other’s stories. It’s a wonderful thing. Stories are a theme here — our citizenship journey is an amazing foundation from which we can embrace everything that we are and the richness of our collective identity. In this sharing, we find that our basic aspirations are the same, as are our reasons for choosing Canada.”

Marva Wisdom
Founding Chair, Guelph Committee



CAP visit at the Justina M. Barnicke Gallery.

Artwork: Dax Morrison, Migration Patterns, 2010-Ongoing. Video projection. Courtesy of the artist.

Being Canadian means ...
“Being proud of this country’s diversity, of its freedoms and people, of its history. Being Canadian is like being a member of the world’s most inclusive club.”

Cultural Access Pass

This was a transformative year for the Cultural Access Pass (CAP), not only for the 15,773 new Canadian citizens who joined the program, but for the program itself ... the only program of its kind in the world.

CAP began the year as a modest regional program with ambitious goals, consisting of 167 trail-blazing attractions in eight regions, offered to 51% of Canada’s newest citizens. Twenty-six new citizens per day would accept this offer by registering for CAP online. Visiting their local museums and galleries for free until the anniversary of their citizenship ceremony, new citizens were offered “... a crash course in why Canada is the best country in the world!”

By the end of the year, the program had grown to offer every new Canadian citizen, through their citizenship ceremony, free access to more than 600 of Canada’s cultural treasures. More than 80 new citizens accept this invitation daily! Canada’s newest citizens begin their relationship with the CAP program right from the powerful moment of their citizenship ceremonies, all across the country.

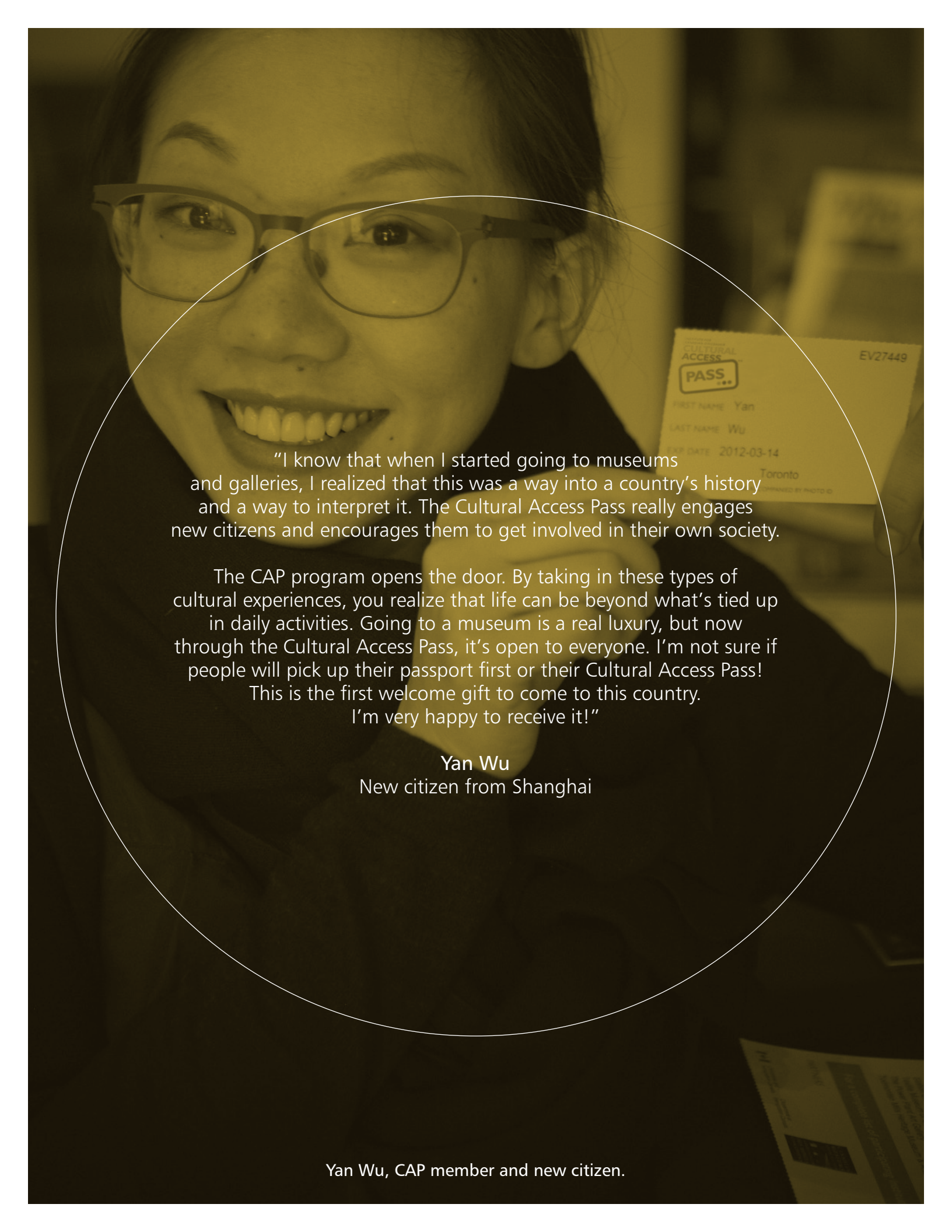
CAP is the key to opening doors from coast to coast for the new Canadian citizen. No longer restricted to local use, members of CAP can travel to other regions to explore and discover the diverse country that is now their home. New citizens are passionate domestic tourists. During our regular cycle of member surveys and market research, three quarters of respondents said they visited at least one province beyond their own, and more than 80% intend to take at least two Canadian adventures in the next two years.

By connecting Canada’s newest citizens to a range of experiences throughout the entire country, CAP offers both inspiration and a hearty welcome. In addition to a robust online directory of attractions, CAP also offers a monthly newsletter highlighting those attractions and events, with 93% of our members opting in to receive this information.

On-going communication provides opportunities to share offers from our partners with our unique membership of culture consumers, including the 16,477 people who are now alumni of the program.

As they grow accustomed to the habit of visiting Canadian cultural attractions, these new citizens develop into the future audience for, and stewards of, Canadian culture. They reinvigorate the arts and cultural sectors with their passion, perspectives and patronage.

Since the close of the past fiscal year, more than 300 attractions — including Parks Canada — have joined CAP, bringing the total number of attractions to nearly 1,000. We regularly respond to the feedback from new citizens and take steps to broaden the types of cultural experiences available. More national partnerships are in development with a wide variety of organizations, making CAP the best way for Canada’s newest citizens to explore, experience and celebrate what it means to be Canadian.

A woman with glasses is smiling and holding a Cultural Access Pass card. The card is white with a blue border and contains the following text: "CULTURAL ACCESS PASS", "FIRST NAME Yan", "LAST NAME WU", "EXPIRE DATE 2012-03-14", "Toronto", and "EV27449". The card also has a small photo of the woman and the text "ISSUED BY PHOTO ID".

"I know that when I started going to museums and galleries, I realized that this was a way into a country's history and a way to interpret it. The Cultural Access Pass really engages new citizens and encourages them to get involved in their own society.

The CAP program opens the door. By taking in these types of cultural experiences, you realize that life can be beyond what's tied up in daily activities. Going to a museum is a real luxury, but now through the Cultural Access Pass, it's open to everyone. I'm not sure if people will pick up their passport first or their Cultural Access Pass!

This is the first welcome gift to come to this country. I'm very happy to receive it!"

Yan Wu

New citizen from Shanghai



His Highness the Aga Khan, LaFontaine-Baldwin Symposium, Koerner Hall, October 2010.

*Being Canadian means ...
“No war, just peace.
No confrontation, just dialogue.
No limits, just tomorrow.”*

LaFontaine-Baldwin Symposium

Since 2000, the LaFontaine-Baldwin Symposium (LBS) has been a marquee event, showcasing leading Canadian and international thinkers on democracy, citizenship and pluralism — “the public good.” Last October, we were honoured to host His Highness the Aga Khan, who addressed a capacity crowd of 1,000 guests at Koerner Hall in Toronto, speaking passionately about Canada’s success in embracing pluralism. Almost 150 participants joined the roundtable discussion the next day and more than 7,000 people watched the speech online.

By securing distinguished speakers, the LBS has become a leading voice in the national conversation on citizenship. For the next symposium, we will build on our success, recognizing that now is the time to expand and evolve. There are many innovative ways to engage audiences that were not available ten years ago; many ways to inspire a national conversation and reach a broad audience beyond the live-event format.

At kitchen tables, in schools and around the office, Canadians are constantly exploring who we are and what it means to be Canadian. The LBS invites participants to bring these informal conversations into a larger national dialogue, connecting Canadians to both the discussion and to each other.

As the symposium embraces its second decade, our programming will look to emerging technologies and social media, innovative production formats and platforms, and multiple channels for distribution. We will explore a multilingual approach to reach audiences who are instrumental to the conversation, but don’t always feel able to participate. We look forward to engaging with all Canadians to explore the idea of citizenship.

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The Institute for Canadian Citizenship wishes to thank our donors and partners for their generous support. Through our innovative programs, we strive to welcome and engage each and every new Canadian citizen, helping them to experience all that Canada has to offer. You play a critical role by supporting program and operating costs, allowing us to continue our work celebrating what it means to be Canadian.

Thank you for an incredible year!

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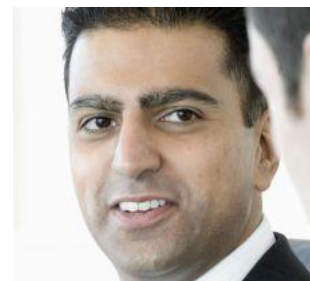
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Staff Members



From Left to Right: **Samantha Rupert**, National Program Manager, Cultural Access Pass, **Leith Bishop**, Managing Director, Operations, **Gillian Hewitt Smith**, Executive Director & CEO, **Claire Reid**, National Program Manager, Building Citizenship, **Heather Steel**, Researcher, **Nancy Hitzig**, Development & Office Coordinator, **Andrew Beer**, Program and Database Coordinator, Cultural Access Pass.
Absent: **Naoko Kumagai**, Director, Communications.

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