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A LETTER FROM THE CO-CHAIRS AND THE CHIEF EXECUTIVE OFFICER



A growing number of Canadians are talking in new and inspiring ways about citizenship, active participation and what it means to be Canadian. From media coverage and analysis, to community activities and outreach, a national conversation is emerging and it involves Canadians from all walks of life. It's a refreshing dialogue that underscores a shared commitment to Canada and its future. And the Institute for Canadian Citizenship (ICC) has placed itself firmly at the centre of it all by fostering these types of reflections, and by building connections between citizens and Canadian places and experiences.

Our work on the groundbreaking national survey, *Canadians on Citizenship* (page 14), illuminated Canadians' strikingly similar attitudes on citizenship and what it means to be a good citizen, revealing it's more than obeying the law, voting and having a passport. The results set a new benchmark for understanding our country's unique and remarkable citizenry. *Canadians on Citizenship* highlighted how Canadians think about their place and role in Canada, and helped make the concept of active citizenship more tangible: being a good citizen is something Canadians do through volunteerism and other everyday actions, making room for everyone to play a role in the life of our country.

The ICC – supported by our rapidly growing network of new citizens and partners – continues to encourage Canadians to take an active, engaged role as citizens.

Our unique programs delivered against our mandate to ensure new citizens feel welcomed and included, to engage Canadians in their citizenship and to celebrate what it means to be Canadian. Our Cultural Access Pass program (page 6) continued its vibrant growth by creating connections and curating a variety of experiences for tens of thousands of program participants. And our Building Citizenship program (page 9) engaged more than 700 volunteers across Canada in the planning and hosting of community-led citizenship ceremonies.

Looking to the year ahead, we are excited to host our next LaFontaine-Baldwin Symposium (page 12) – our intellectual platform focused on building the national conversation on democracy, civic engagement and citizenship. We're also creating more opportunities to bring new citizens' voices to discussions right across Canada. And, we're continuing to expand the number and types of innovative partnerships and collaborations to create new experiences and resources for our program members.

Active, engaged Canadian citizenship means the world to us. The Board and staff of the ICC would like to thank our many generous donors and partners who make our work possible, and who support our vision for a welcoming, inclusive Canada.

A handwritten signature in black ink, appearing to read 'Adrienne Clarkson'.

The Right Honourable
Adrienne Clarkson

A handwritten signature in black ink, appearing to read 'John Ralston Saul'.

John Ralston Saul

A handwritten signature in black ink, appearing to read 'Gillian Smith'.

Gillian Smith
Executive Director & CEO

ICC SNAPSHOT

*We're passionate
about citizenship*

The Institute for
Canadian Citizenship
is a national,
non-profit charity

We welcome and include Canada's
newest citizens

Encourage all Canadians to be
active and engaged

Celebrate what it means
to be Canadian

Building Citizenship hosts
community-led citizenship ceremonies
across Canada

37 ceremonies, welcoming more than
1,500 new citizens

National network of more than 700 volunteers

98% of our volunteers
believe working with us has deepened
their appreciation of their
own citizenship

Growing support for
our work

Corporations, foundations
and individual donors

80% increase in donations

More than \$100,000
of in-kind support

The Cultural Access Pass
introduces new citizens to Canadian
experiences by offering a year of free
access to 1,000+ cultural attractions
from coast-to-coast-to-coast

71% increase in membership

38% increase in attractions

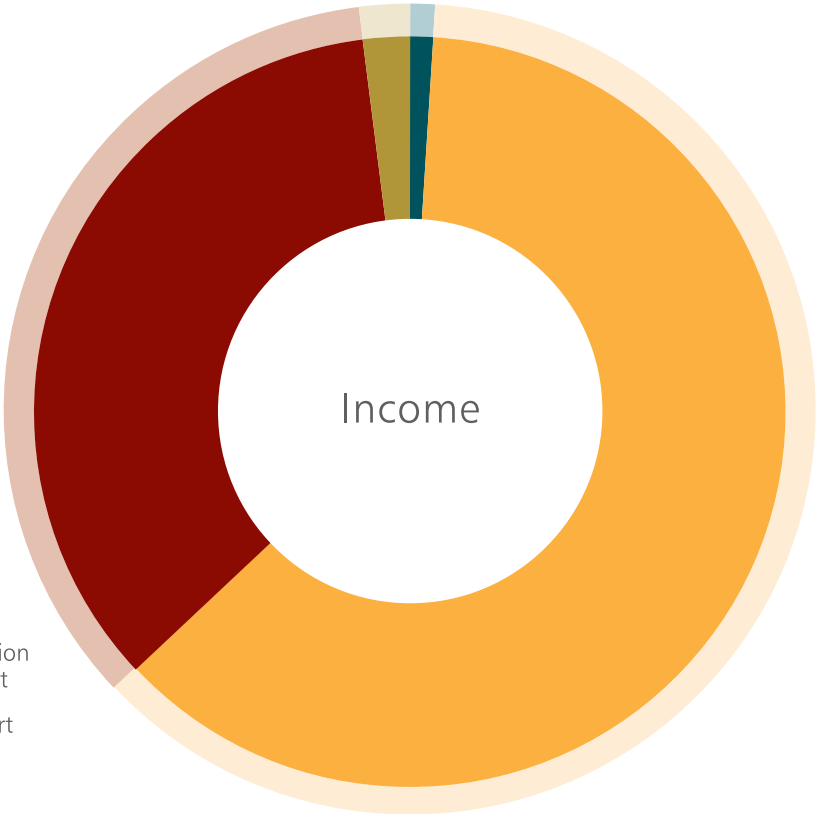
More than 20,000 new members

Almost 30,000 program alumni

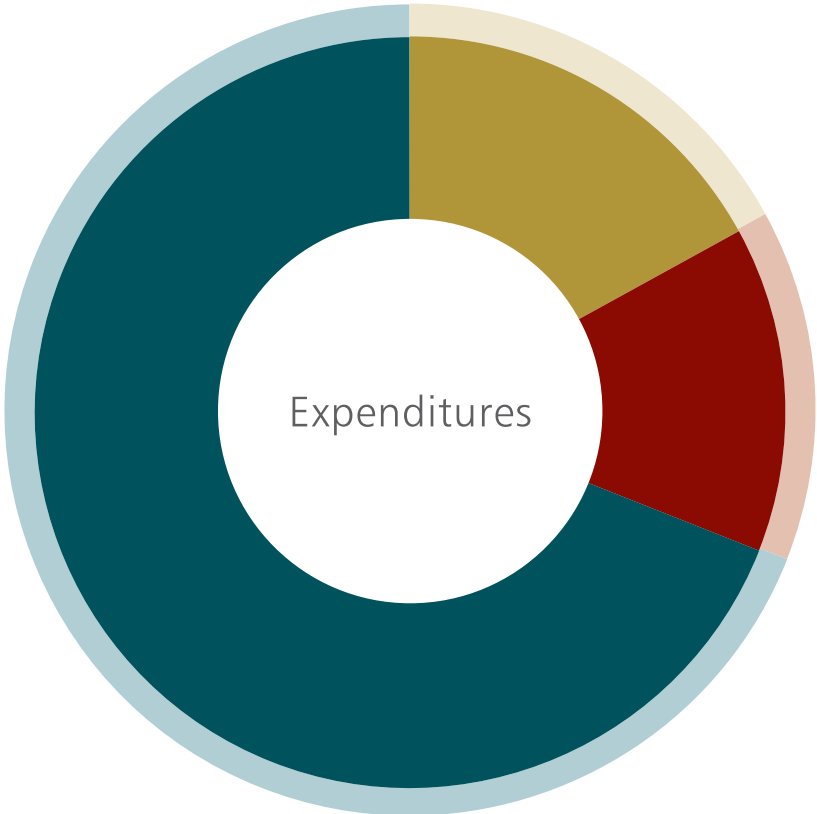
The
LaFontaine-Baldwin
Symposium is
a national, interactive
lecture
on citizenship

ICC Insights
is a newly created,
partner-focused
initiative that brings new
citizen voices to
national conversations
through collaborative
projects

FINANCIALS



- 1% Interest
- 62% Corporate, Foundation & Individual Support
- 35.5% Government Support
- 1.5% Other Income



- 17% Administration
- 14% Fundraising & Communications
- 69% Programs

CULTURAL ACCESS PASS PROGRAM

Introducing Canadian experiences

"There is so much that one gains from visiting a historic site that cannot be gained simply through books or pictures."

CAP Member
(Member Survey, September 2011)

Building relationships

"I see no better way to welcome new Canadian citizens, and stay true to our mandate, than through the Cultural Access Pass program. We're proud to be a partner in this important initiative."

Stephen Borys,
Executive Director of the
Winnipeg Art Gallery
(WAG)

Similar to the ICC, the Cultural Access Pass (CAP) is in a league of its own. There isn't another program in the world like it! CAP is a gift to Canada's newest citizens and their children, offering a year of free access to more than 1,000 attractions across the country. It introduces new citizens to a variety of Canadian experiences, and helps cultural attractions build future audiences, ambassadors and potential donors. This welcoming offer ignites a shared passion for Canadian cultural experiences, connecting attractions and new citizens for the long term.

This past year was marked with momentous expansion of the program's physical reach and the types of experiences requested by members. Members can now use their pass in every province and territory, and CAP provides travel discounts with VIA Rail Canada to make exploring even easier. Attractions weren't the only program expansion: more than 20,000 new members joined, bringing the total number of program participants to more than 52,000!

Outdoors

Nothing is more Canadian than experiencing the great outdoors. The addition of CAP's first national partner, Parks Canada, marked a notable program achievement and fulfilled a popular member request. The partnership was announced by the Minister of Citizenship, Immigration and Multiculturalism, the Honourable Jason Kenney, at a special ceremony during Citizenship Week, October 2011.

More places, more spaces

The province of Manitoba and the cities of Calgary and Montréal added 40 noteworthy attractions such as the Winnipeg Art Gallery, Aerospace Museum of Calgary, and the Montréal Museum of Fine Arts. Our roster increased to more than 1,000 attractions excitedly waiting to welcome new citizens with open arms.





Sharing CAP members' stories

Each interaction we have with CAP members further ignites our passion for the program and our desire to share their stories with new audiences. Our members truly value opportunities to voice their insights and share their experiences.

This summer, viewers of Global TV's *Morning Show* were introduced to the program and a fantastic CAP family, the Satyajits. The show followed the Satyajit family on a weekend trip to our Nation's Capital to explore CAP attractions, and they appeared on the show after their trip to discuss their experiences as CAP members and new citizens.

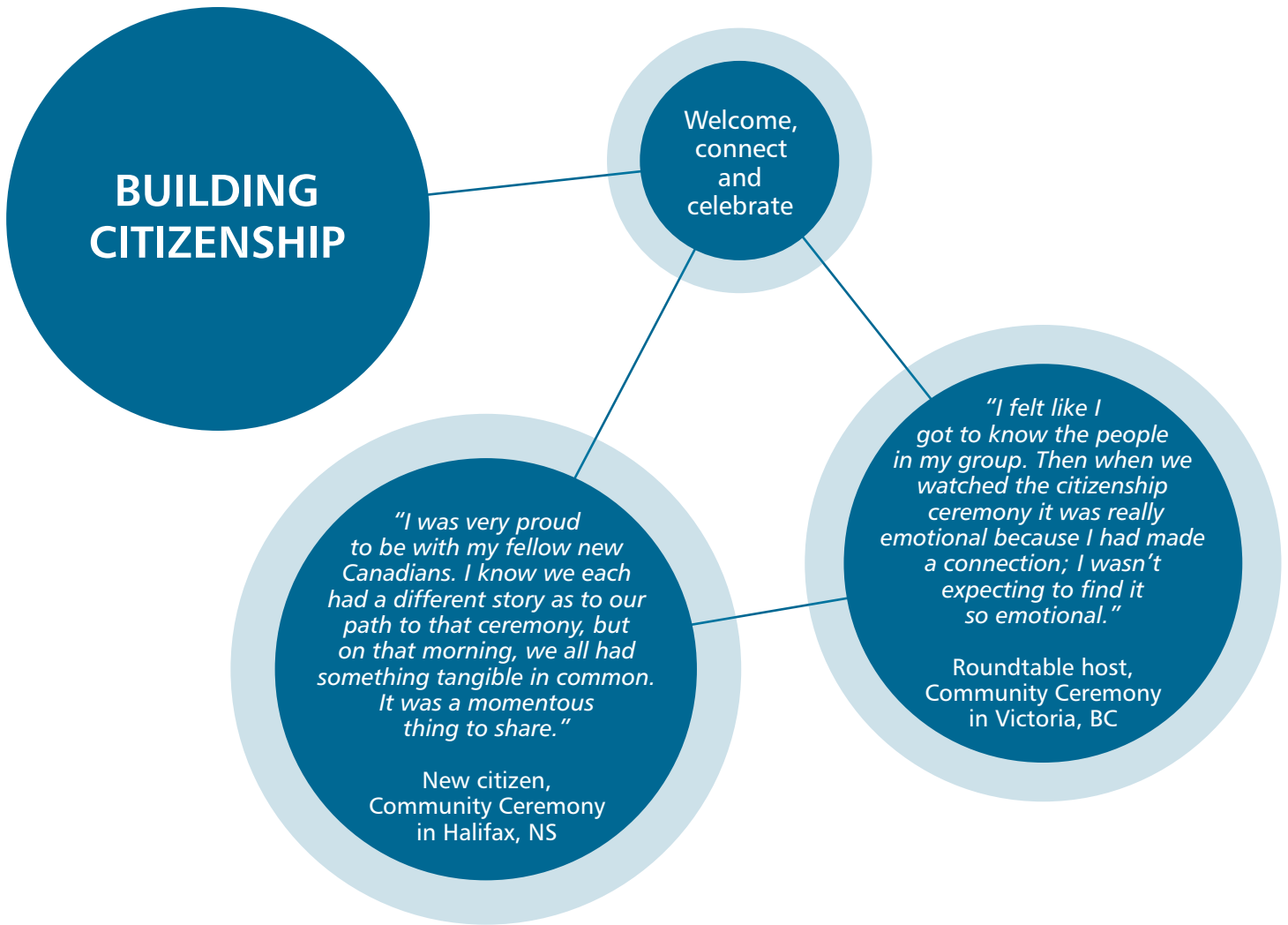
Television wasn't the only place we were able to share members' stories. The Huffington Post Canada worked with us to create a special online feature celebrating new citizens' very first Canada Day. The piece showcased pictures and stories of several CAP members, sharing their inspiring pride with a national audience on a day when all Canadians are united by citizenship.

Both features successfully furthered the ICC's mandate of ensuring new citizens feel welcomed and included.



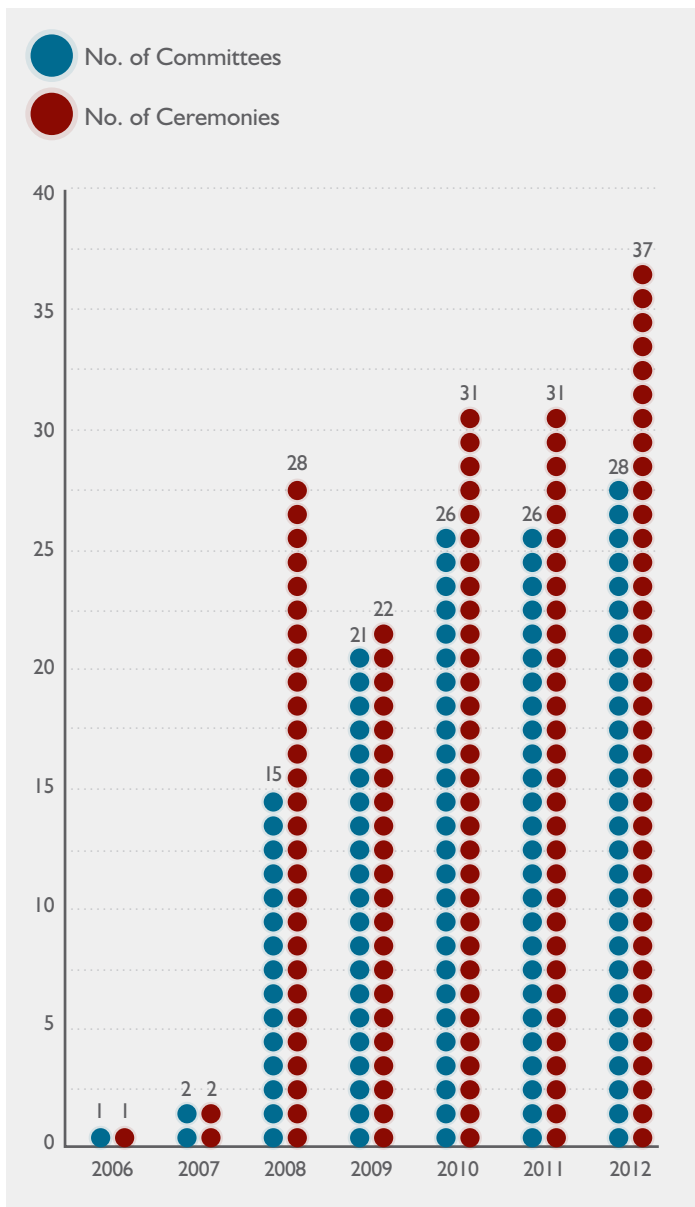
What's to come...

As the diversity and value of CAP experiences increase, so too will the pace and rate of new member registrations. Plans are currently underway to introduce members to performing arts and festivals. And, libraries will soon be added to the program, with many serving as pass pick-up locations.



Our Building Citizenship program relies on a national network of volunteers to organize special community-led citizenship ceremonies with unique roundtable discussions. The roundtable is unlike any other experience. Taking place before the official swearing-in (led by our partner, Citizenship and Immigration Canada), new citizens, their guests and community members share stories, collectively reflecting on what it means to be Canadian. To truly foster inclusion, the entire community plays a role in our ceremonies: committees are locally-based; ceremonies are hosted in welcoming, public spaces; and, roundtable hosts are from the community (from neighbours to business professionals and city leaders).

These ceremonies have a lasting, far-reaching impact on every participant. New citizens are overjoyed by the feeling of being valued and supported in their decision to choose Canada. And, sitting in on the roundtables and participating in one of the most important days in a new citizen's life, gives established Canadians (guests and roundtable hosts) a wealth of new perspective.



Our growing network of volunteers

Our volunteers are crucial to running Building Citizenship. Their dedication and enthusiasm are some of the reasons why our ceremonies resonate so strongly with all participants. 43% of our volunteers immigrated to Canada either as a youth or an adult, and this year, several new citizens joined a committee after participating in one of our ceremonies. We also proudly welcomed two new committees in Mississauga and Montréal, home to a growing number of new citizens. Our 28 committees, involving 268 members, passionately organized ceremonies from Charlottetown to Victoria, inviting more than 450 community members to volunteer and lead roundtable discussions. More than 1,500 new citizens were welcomed through Building Citizenship.

ICC'S BUILDING CITIZENSHIP COMMITTEES

Art Gallery of Hamilton, Art Gallery of Ontario,* Calgary, Charlottetown, Deer Park,* Edmonton, Flemingdon,* Fort McMurray, Fort York,* Fraser Valley, Guelph, Halifax, Mississauga,* MaRS Discovery District,* Mohawk College (Hamilton), Montréal, Oshawa,* Ottawa, Parkdale,* Red Deer, Regina, Scarborough Youth,* Sudbury, Thorncliffe,* University of Toronto: Trinity/Massey Colleges,* Vancouver, Victoria and Winnipeg

*Based in the Greater Toronto Area

Enhancing the volunteer experience

This year, we focused on enhancing the volunteer experience to ensure committee members felt fully supported, engaged and valued.

To help committees create a warm environment at ceremonies, we partnered with Tim Hortons Canada. Much to the delight of all participants, Tim Hortons is now served during the roundtable discussions and reception. We're excited to have one of Canada's most iconic brands connected to such a significant day in the life of a new citizen.

We also held our second Annual Committee Meeting (ACM). A forum where volunteers connect with each other and us, the ACM brought together 35 committee members from across the country to meet our founders, team and one another. Attendees listened to a keynote address from the Honourable Jason Kenney, Minister of Citizenship, Immigration and Multiculturalism, and participated in interactive sessions on fundraising and volunteer recruitment.





NOTEWORTHY CEREMONIES

Rideau Hall (Ottawa, October 17, 2011)

Hosting a citizenship ceremony in the residence of the Governor General during Citizenship Week was a memorable experience for all involved. 54 new Canadians from 29 countries excitedly received their citizenship alongside His Excellency, David Johnston, who also participated in the roundtable discussions. The ceremony was such a success that another was planned for Citizenship Week 2012.

Grande Bibliothèque (Montréal, April 30, 2012)

Organized by our newly established Montréal committee, this was our first ceremony held in the province of Québec. Engaged community members from a variety of sectors, including local elected officials, joined our committee in welcoming 40 new citizens from 24 countries.



Luminato (Toronto, June 14, 2012)

A partnership with Toronto's annual Festival of Arts & Creativity created a ceremony unlike any other and introduced many to the magic of this program. Atop Luminato's main stage, 50 new citizens from 32 countries made their commitment to Canada official in front of a crowd who celebrated by reaffirming their own citizenship. Deepa Mehta, award-winning filmmaker, delivered a keynote address.



What's to come...

Building Citizenship's ability to welcome new citizens and ignite a collective reflection on Canadian citizenship requires a diverse network of committee members, roundtable hosts and ceremony guests. We've partnered with PricewaterhouseCoopers Canada on an initiative to build our roster of roundtable hosts by engaging their extensive network.

The wide-spread sharing of the remarkable stories from the roundtable discussions is another way our program raises citizenship awareness. The ICC is currently exploring a project to capture stories from our ceremonies, introducing all Canadians to our country's new citizens.

LAFONTAINE- BALDWIN SYMPOSIUM

Building
the national
conversation
on
citizenship

Our LaFontaine-Baldwin Symposium (LBS) is our intellectual platform, inviting all Canadians to join the national conversation on citizenship and the public good. Founded in 2000 by ICC Co-Chair John Ralston Saul, past speakers include Beverley McLachlin, Louise Arbour, Georges Erasmus and His Highness the Aga Khan.

For more than 10 years, LBS has been a signature lecture event hosted across the country, showcasing leading Canadian and international thinkers on the issues of democracy, civic engagement and pluralism - the public good. It complements the ICC's grassroots programs by encouraging participants to think about Canada's big picture, and invites new citizens to lend their voice to this important topic.



LAFONTAINE- BALDWIN SYMPOSIUM

INSTITUTE FOR
CANADIAN CITIZENSHIP

What's to come...

In 2013, LBS will return as an event rooted firmly at the centre of our nation's conversation on citizenship, inclusion and belonging. It will emerge with a thought-provoking program and an exciting new partner, appealing to both established fans and new audiences.

COLLABORATIONS

Cultivating a network passionate about citizenship and inclusion

We're building a solid network of partners who share our passion. As interest in citizenship and awareness of our organization grows, so do the invitations for us to collaborate. Each opportunity increases the diversity of experiences we're able to offer our program members.

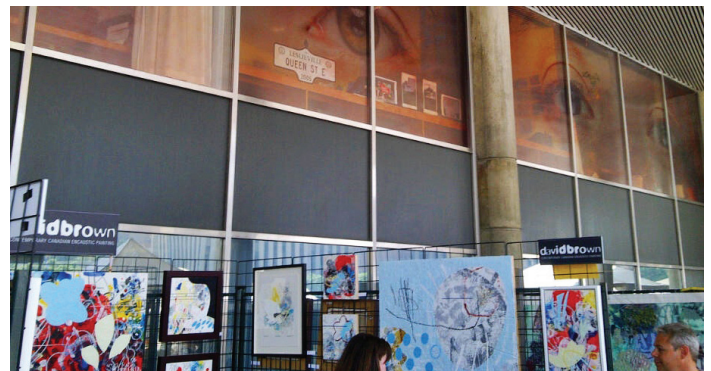
This year, we joined forces with Playing for Keeps (an initiative of the Toronto Community Foundation) to use our unique style of roundtable discussions to encourage volunteers to reflect on how their community efforts represent acts of engaged citizens. In addition, our strong connection to new citizens enabled us to create partnerships with the Calgary Stampede, Culture Days and Migrating Landscapes; we worked with each group to encourage our new citizen program members to attend their events.

ARRIVALS.CA

Arrivals.ca is an ongoing series of initiatives focused on helping Torontonians prepare for hosting the 2015 Pan American/Parapan American Games by asking how we can better welcome and celebrate new citizens. Several of the project participants were members of our Cultural Access Pass program and appeared in two Arrivals.ca initiatives: *Fresh Eyes* and *Births, Deaths, Arrivals*.

Fresh Eyes at Toronto's City Hall

Arrivals.ca created *Fresh Eyes*, an art installation featuring images of new citizens' eyes applied to the windows of Toronto city councillors' offices, allowing city officials to literally see through the eyes of a new citizen. Photographed by Che Kothari, the piece was over 100 metres long and 2.5 metres tall.



Births, Deaths, Arrivals July 10-30th in the Toronto Star

During the month of July, *Births, Deaths, Arrivals* appeared in the Toronto Star. It featured the portraits and stories of 17 new citizens alongside the daily listings of births and deaths.

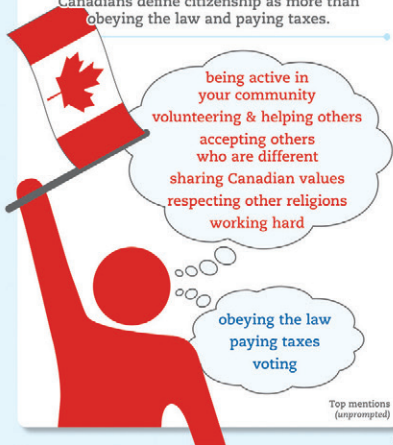


CANADIANS ON CITIZENSHIP

the first national survey on what it means to be a citizen in Canada

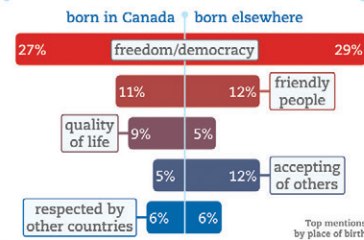
What does it mean to be a citizen?

Canadians define citizenship as more than obeying the law and paying taxes.



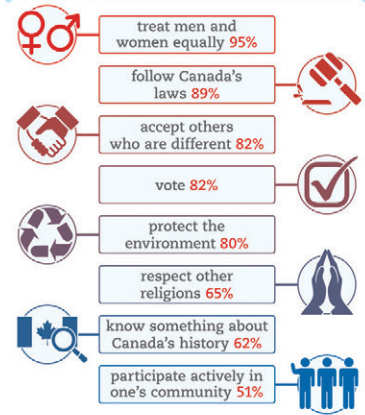
What makes us proud to live in Canada?

Foreign-born Canadians and those born in Canada share similar views as to what makes them proud to be a Canadian / Canadian resident.



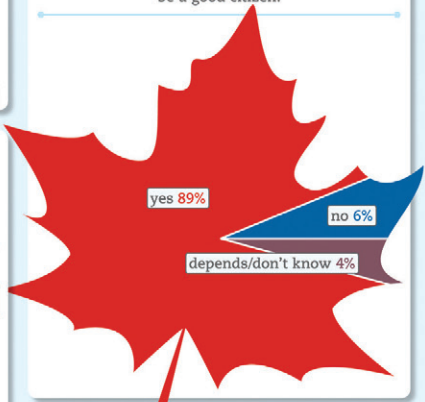
What makes someone a good citizen?

The following are considered to be very important to being a good Canadian citizen.



Can someone born outside Canada be as good a citizen as someone born here?

Canadians have a comfortable, confident attitude towards immigration and believe everyone can be a good citizen.



CANADIANS ON CITIZENSHIP

Working alongside the Environics Institute, the Maytree Foundation, the CBC and RBC we produced *Canadians on Citizenship*, the first national survey to ask what it means to be a good citizen. To help put a face to the results, we hosted a roundtable discussion with seven members of our Cultural Access Pass program. New citizens were thrilled to have their voices heard, and we were excited to learn how participants' responses aligned with the survey results.

What's to come...

We've already begun working on exciting new projects. *Order! Order!*, a collaboration with CivicAction, is a compelling dinner-discussion series connecting members of the Orders of Canada and Ontario with emerging leaders and new Canadian citizens to discuss topics of current national interest. We're also working with Samara Canada on a project to fuel an inclusive national discussion on how to measure new Canadian citizens' engagement in the democratic process. And, the CBC has included us in their initiatives aimed at building awareness and excitement leading up to Canada's 150th birthday in 2017.

**THANK YOU
FOR AN
INCREIBLE
YEAR!**

**Partners,
donors
and supporters**

*"As a new citizen myself,
I can't emphasize enough
the need to create a sense of
belonging and inclusion
with those who've chosen to
make Canada home.
Supporting the ICC is a wonderful
way to enlarge the family
that is Canada."*

Raj Kothari,
Managing Partner,
Greater Toronto Area,
PwC Canada

We're fortunate to have fantastic donors and partners who support our efforts to welcome new citizens and encourage all Canadians to not only think about what being Canadian means, but celebrate citizenship by being active and engaged. The Institute for Canadian Citizenship would like to extend sincere thanks to our donors and partners for their generous support this past year.

Partners

Canadian Museums Association
Citizenship and Immigration Canada
Multimedia Nova Corporation
Lord Cultural Resources
Parks Canada
VIA Rail Canada
Volunteer Canada

Supporting Organizations & Foundations

Aeroplan
Aga Khan Foundation Canada
Allen Lane Canada
Audrey S. Hellyer Charitable Foundation
Canada Newswire
City of Red Deer
Edmonton Community Foundation
Equity Financial Holdings
FINCOM Investments Limited
Fleck Family Foundation
Fraser Milner Casgrain LLP
Hal Jackman Foundation
Magna International Inc.
Manulife Financial
The McLean Foundation
Power Corporation of Canada
PricewaterhouseCoopers Canada
NATIONAL Public Relations

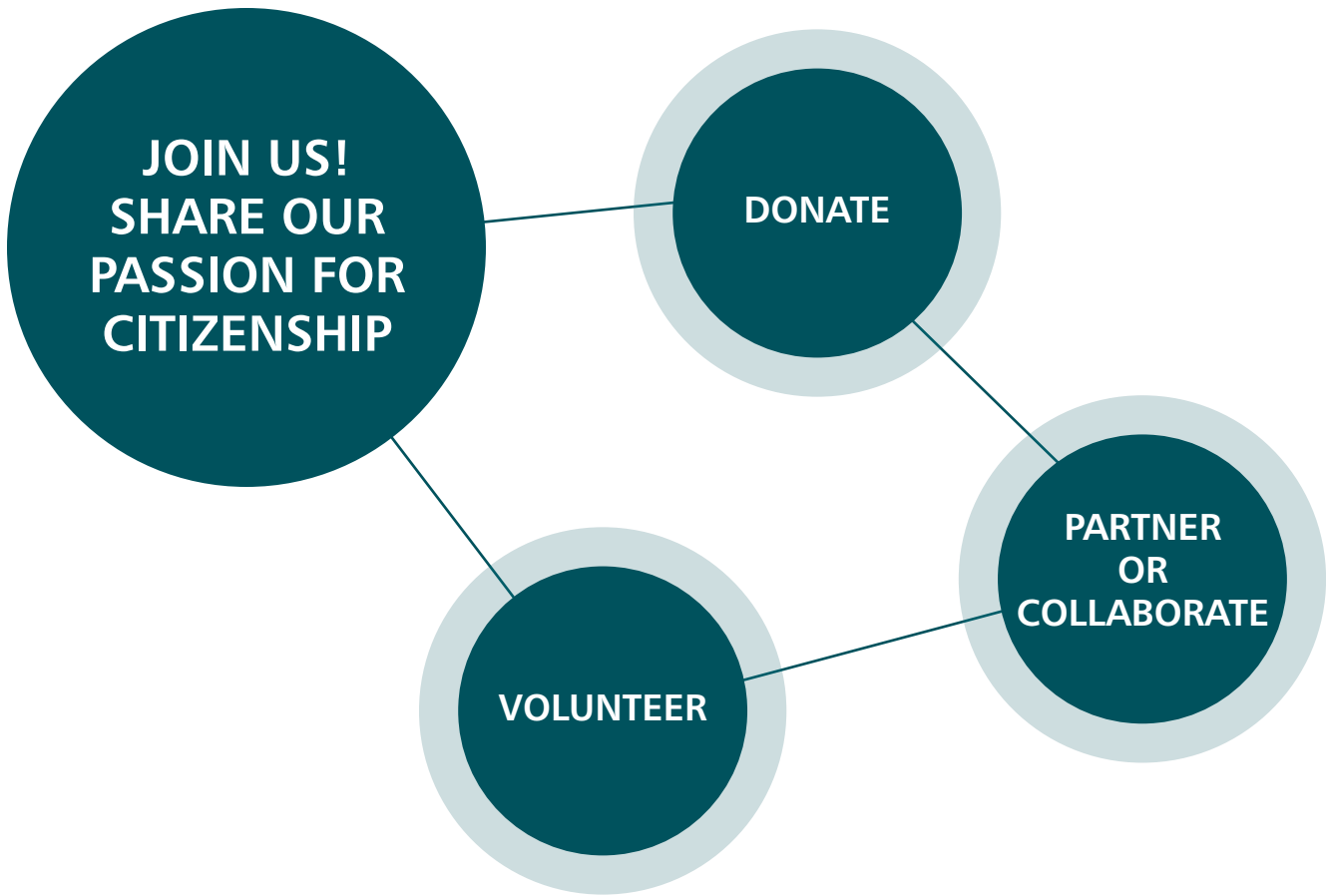
RBC Foundation

Suncor Energy
St. Joseph Communications
Tim Hortons Inc.
376973 Ontario Limited O/A A1 Delivery

Individuals

Anonymous
Vivian Abboud
Peter Allen
Walter M. & Lisa Balfour Bowen
Anna Bartula
Leith Bishop
Cecelia Bloxom
Joyce Burnett
George & Martha Butterfield
Betty Carlson
The Rt. Hon. Adrienne Clarkson
Patricia Clements
Margaret Conrad
Marc de la Bruyere
George Fierheller
Sandra Gajic
The Hon. Bill & Cathy Graham
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Ben Henderson
Gillian Smith
Nancy Hitzig
Gillian Horwitz

Azim Jeraj
Drs Munira & Kabir Jivraj
Nena Jovic-Andrejevic
Martin Katz
Salma & Zaheer Lakhani
Mona Liles
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Stéphane Marceau
Karen Mills
Gail Misra
Asri Ningsih
Dolores Nolette
Michael Phair
James Pitblado
Mark Podlasly
John Ralston Saul
Joyce Rathgeber
Sol Rolinger
Claudette Roy
Sushila Samy
Elexis Schloss
Allan Scott
Amarjeet Sohi
John Warwick
Councillor Mary Wile
Marissa Wohlebe
David Xiao



Make a Donation

This simple act goes a long way to ensuring we have the resources to succeed.

Partner or collaborate with us

We're always looking for ways to evolve and expand, bringing the topic of citizenship to new audiences or creating new experiences and resources for our new citizen program members.

Volunteer

Experience one of the most memorable moments in a new citizen's life! Get involved in welcoming new citizens to your community through our Building Citizenship program:

- Join a committee and organize citizenship ceremonies.
- Participate in a community citizenship ceremony by facilitating a roundtable discussion with new citizens.

VISIT ICC-ICC.CA OR EMAIL INFO@ICC-ICC.CA FOR MORE INFORMATION



OUR TEAM

Board



Winston S. L. Kassim
Head of Strategic
Performance Management,
Canadian Banking, RBC



Martin Katz
President and Founder,
Prospero Pictures



Stéphane Marceau
President,
Ipexa Development



Gail Misra
Vice Chair, Ontario Labour
Relations Board



Mark Podlasly
Co-Founder & Lead
Principle, Tsayash
Management Group



Irfhan Rawji
Director,
Onex Corporation



Gil Rémillard
Counsel,
Fraser Milner Casgrain LLP



Zaib Shaikh
President, Governor Films



Khalil Shariff
Chief Executive Officer,
Aga Khan Foundation
Canada

Staff



From Left to Right: **Leith Bishop**, Managing Director, Operations; **Samantha Rupert**, National Program Manager, Cultural Access Pass; **Jess Duerden**, Communications Manager; **Claire Reid**, National Program Manager, Building Citizenship; **Nancy Hitzig**, Development & Office Coordinator; **Gillian Smith**, Executive Director & CEO; **Andrew Beer**, Program & Database Coordinator, Cultural Access Pass; **Heather Steel**, ICC Insights Manager

**CITIZENSHIP
MEANS THE
WORLD TO US!**



*"We believe
it is important to welcome
new citizens and offer them
the chance to learn. We hope
CAP will help them
better understand their
new country."*

Montreal Holocaust
Memorial Centre

*"Newcomers help us
work out problems we haven't
known how to solve.
They bring along with their
newness, new eyes;
a whole new way of looking
at things."*

Roundtable host,
Community Ceremony
in Toronto, ON



"I think CAP is a really good and generous idea that allows us new Canadians to learn and enjoy more about this beautiful country, and therefore, help us integrate and do our best to protect and maintain Canadian values."

CAP Member
(Member Survey,
September 2011)



"This is the first time I've been to a citizenship ceremony. I think it should be recommended to every Canadian. It's so moving and inspiring."

Roundtable Host,
Community Ceremony
in Hamilton, ON

"We get the best of Canada but we can also give it our roots because Canada opens its arms to everyone and gives us the chance to teach our children to be a part of their parents and a part of this great country."

New citizen,
Community Ceremony
in Hamilton, ON





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