



Active citizenship is something we can all get behind

Institute for Canadian Citizenship Annual Report 2012-2013



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Message from
the Co-Chairs
and Executive
Director



The Institute for Canadian Citizenship (ICC) believes in active citizenship. Large or small, these daily actions strengthen our communities, and our country. Over the past year the ICC's work to promote and encourage active citizenship has been met with more and more Canadians embracing our call. From volunteering, to civic participation, to accepting cultural difference, active citizenship yields powerful results.

Our national network of Building Citizenship volunteer committees made it possible for us to host 36 ceremonies with roundtable discussions in communities across the country, welcoming 1,600 new citizens and launching meaningful discussions on what it means to be a citizen of this country ([pg. 12](#)).

Through our Cultural Access Pass program ([pg. 9](#)), 1,200 participating attractions excitedly opened their doors – for free – to connect new citizens to the best of Canadian culture. These efforts saw us welcome our 75,000th program member, and set a new registration record in March with one new citizen registering every 15 minutes.

We elevated the national conversation on active citizenship through a new partnership with the Stratford Festival ([pg. 15](#)). Our LaFontaine-Baldwin Symposium triumphantly took the stage at the Festival to explore citizenship through the eyes of Shawn A-in-chut Atleo, National Chief of the Assembly of First Nations. He delivered the Symposium's 11th keynote address, *First Nations and the Future of Canadian Citizenship*, challenging us to be active participants in writing a new, inclusive story for Canada.

We're eager to include all Canadians' voices in important national conversations. And we're not alone: 93% of our new citizens believe it's imperative that new Canadians have a strong voice in discussions on issues vital to Canada's future. This desire to participate inspired us to launch a new initiative we call *ICC Insights* ([pg. 17](#)). We're very excited about its potential to connect new citizens to great Canadian conversations.

All of our achievements at the ICC are made possible by those who support our work and believe in the cause of Canada. We're delighted to report a banner fundraising year – a 58% increase in donations – setting the stage for a strong, sustainable future.

Our Board and staff are at the heart of the ICC's success. This was a particularly active year in our office with four new citizens born to three ICC staff members. Our heartfelt thanks go to Leith Bishop for undertaking the role of Acting Executive Director, and to all the staff for their steadfast dedication, enthusiasm and effortless adaptability; turn to [page 21](#) to meet our team.

We believe all of us have a stake in Canada's success, and we will continue to use our energy and passion for Canadian citizenship to inspire others to join in. And if you're not connected to us yet, waiting for you at the end of this report ([pg. 22](#)) are three ways you can participate. We hope you enjoy reading our annual report.

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

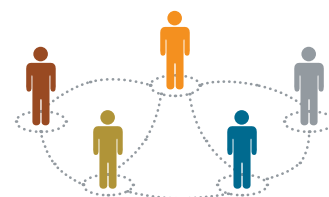
ICC 101

The Institute for Canadian Citizenship (ICC) is a national, non-profit charity that encourages active citizenship through innovative programs, collaborations and unique volunteer opportunities.

Founded and co-chaired by the Rt. Hon. Adrienne Clarkson and John Ralston Saul, the ICC works to:



ensure new citizens are welcomed and included as equals



create meaningful connections among all Canadians



foster a culture of engaged citizens



reframe the national conversation on inclusion, identity and citizenship

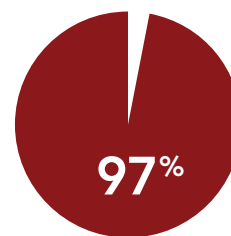


celebrate what it means to be Canadian

2012-2013 was a banner year for fundraising with generous new and renewed support.



increase in donations



of donors renewed contributions

ICC Insights...



Uses a range of methods and partnerships to explore the experiences of new Canadian citizens and bring their voice to the Canadian mainstream.



Tested research methods and collected preliminary data on new citizens' attitudes

93%

of our new citizens say it's important that new Canadians have a strong voice in discussions on issues important to the future of Canada

(Member Profile Survey, October 2012)

LaFontaine-Baldwin Symposium

Invites leading thinkers to challenge Canadians to become part of the national conversation on citizenship, democracy and the public good.



Partnered with the Stratford Festival to present *First Nations and the Future of Canadian Citizenship* with Shawn A-in-chut Atleo, National Chief of the Assembly of First Nations



1.2 million

Reach of the Symposium's online conversation in August

BUILDING CITIZENSHIP



Engages a national network of volunteers to host community citizenship ceremonies with compelling roundtable discussions on what it means to be Canadian.



ceremonies



1,635

new citizens welcomed

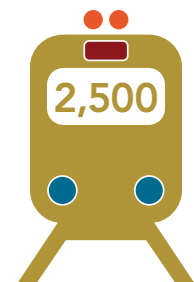


Connects new citizens to Canadian experiences by offering a year of free access to almost 1,200 cultural attractions.



3,075

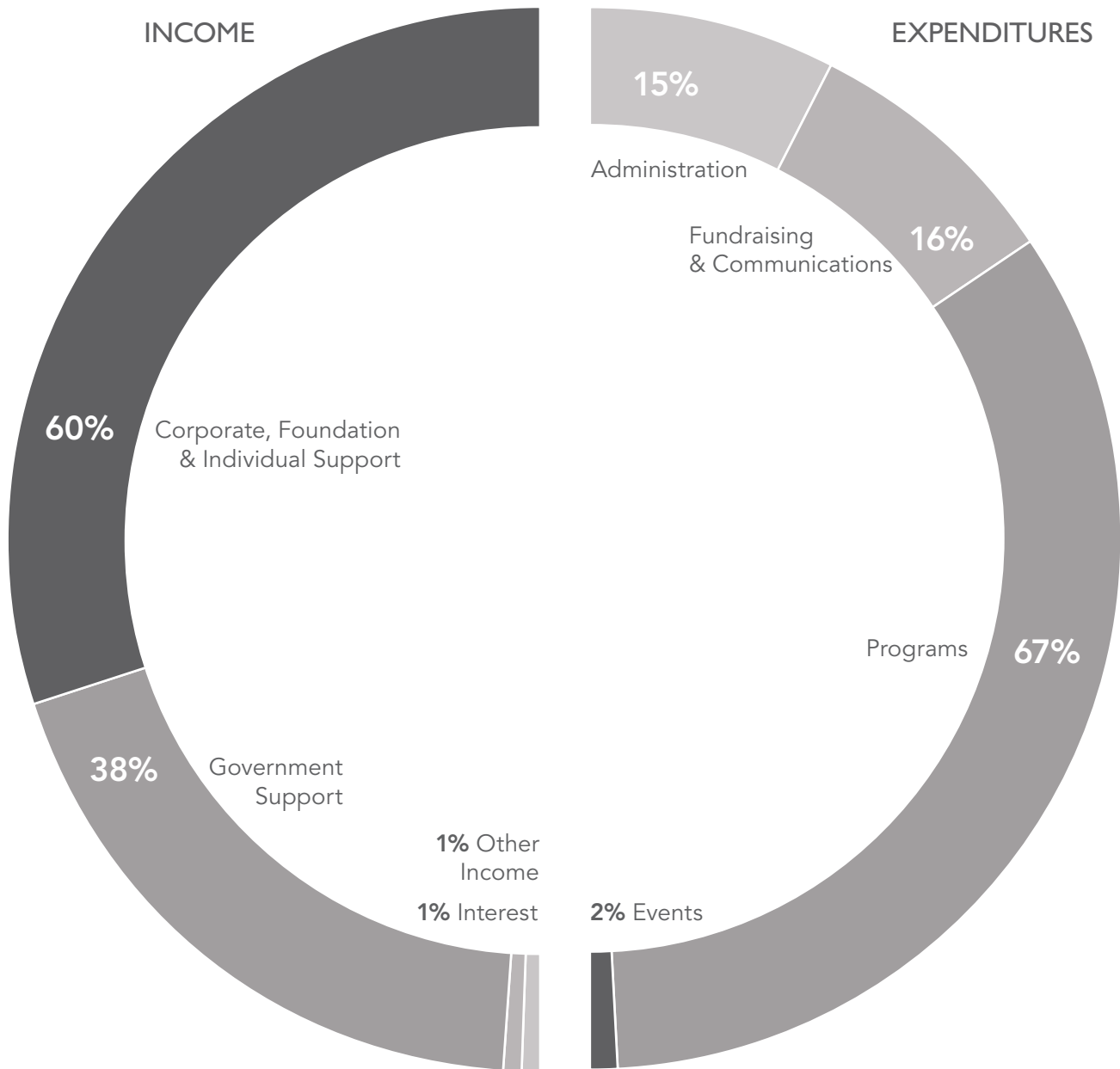
new citizens registered in March 2013; one CAP member every 15 minutes



new citizens have travelled using the CAP-VIA Rail discount. Happy first anniversary!

Financials

The ICC enjoyed its most successful fundraising year to date. We saw a 58% increase in donations and 97% of our donors renewed their contributions. At the same time, our commitment to responsible budget management resulted in a decrease in the ICC's overall expenses from the previous year.





Thank you!

We're fortunate to have wonderful 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 our sincerest thanks to the following donors and partners for their generous support this past year.

PARTNERS

- Canadian Museums Association
- CIFAR – Canadian Institute for Advanced Research
- Citizenship and Immigration Canada
- Greater Toronto CivicAction Alliance
- *grano* restaurant
- Luminato
- Magenta Foundation
- Maytree Foundation
- National Capital Commission
- Parks Canada
- Samara Canada
- Stratford Festival
- Toronto Argonauts
- VIA Rail Canada
- Volunteer Canada

SUPPORTING ORGANIZATIONS & FOUNDATIONS

- AIMIA
- ALDO Group
- ATCO Group
- Bouygues Building Canada
- Claudine & Stephen Bronfman Family Foundation
- Calgary Foundation
- City of Red Deer
- Community Foundation of Greater Peterborough
- Easton's Group of Hotels Inc.
- Edmonton Community Foundation
- FINCOM Investments Limited
- Fleck Family Foundation
- Foundation For Youth
- Government of Alberta
- Hal Jackman Foundation
- Céline & Jacques Lamarre Foundation
- Licaplast Industries
- Magna International Inc.
- Manulife Financial
- MaRS
- Maxsys
- The McLean Foundation
- F.K. Morrow Foundation
- NATIONAL Public Relations
- Park Royal Shopping Centre Limited
- Polykar
- Power Corporation of Canada
- PricewaterhouseCoopers
- RBC Foundation
- Rotary Club of Abbotsford
- S.E.C. Immeubles East-Point
- St. Joseph Communications
- Tim Hortons Inc.
- 376973 Ontario Limited
O/A A1 Delivery

INDIVIDUALS

- Mohammad Al Zaibak
- Leith Bishop
- George & Martha Butterfield
- The Rt. Hon. Adrienne Clarkson
- Barbara Clubb
- Margaret Conrad
- The Hon. Bill & Cathy Graham
- James Gray
- Anna Guthrie
- Richard Haskayne
- William Hatanaka
- Terri Heggum Allen
- Nancy Hitzig
- Michal & Renata Hornstein
- Drs Munira & Kabir Jivraj
- Ignat Kaneff
- Martin Katz
- Winston Kassim
- Charles Kim
- Karim & Rozmin Manji
- Stéphane Marceau
- John D. McKellar
- Gail Misra
- Nadir Mohamed
- James & Sandra Pitblado
- Mark Podlasly
- Irfhan Rawji
- Mohammed & Mahta Sadid
- John Ralston Saul
- Zaib Shaikh
- Khalil Shariff
- Gillian Smith
- V. Prem Watsa
- Morden Yolles
- E. H. Zeidler
- Anonymous

Meet our ambassadors

Our passion for citizenship is contagious!

JP Petines

New Citizen,
ICC Volunteer
& former CAP Member



"The first time I heard about the ICC was in June 2012 on the day I became a Canadian citizen at the ICC's special [Luminato community ceremony](#). I'll admit that day I was totally focused on getting my citizenship certificate (and then my Cultural Access Pass!), but I walked away with a piece of the roundtable discussion resonating with me: the value of active citizenship.

A few months after, I was invited to ICC's *Order! Order!* dinner series. It was an eye-opener. Not only was active citizenship brought up, but I realized even countries like Canada have social issues that need to be addressed. It was not clear to me how I could play a role until I met John Tory. I bravely went up to him that night and introduced myself, and we talked like old friends. At the end of our conversation he left me with a challenge: make a positive contribution to my community and this country.

So I volunteered with the ICC's [Building Citizenship program](#). I want to give something back to this country, my home, which has welcomed me with open arms. Through ICC, I've explored Canadian culture, made new friends, learned new skills and connected with my community. There are many things to be grateful for, but the most important are the opportunities the ICC has given me to become involved, to take action and to make a difference."

John Tory

Chair, CivicAction



"New citizens and rising civic leaders have a lot to contribute, and *Order! Order!* gives them a platform to share their perspectives with members of the Orders of Canada and Ontario. CivicAction is pleased to co-host this dinner series with the ICC as it builds meaningful connections and creates an open forum for dialogue on the big issues."

Alison Loat

Co-founder & Executive Director,
Samara Canada



"Democratic engagement is rarely celebrated as part of being Canadian, and ICC's new citizen participants brought fresh ideas and perspectives on how to change this. As [Democracy Talks](#) expands in the coming year, we look forward to ongoing opportunities to collaborate with the ICC."

Tricia Baldwin

Managing Director, Tafelmusik
Regular Symposium Attendee



"It is so great that you are bringing all these different perspectives to Canada's public forum. To me, this event represents our country at its best."

Jay Khata

New citizen featured in ICC's 2013 ad campaign

"After waiting 10 years to become a citizen I was nervously excited for the day. I was surprised to be asked by the ICC to tell my story because there are so many others whose journey to citizenship was more moving than mine. I hope my participation inspires more immigrants to become proud Canadians."



**Turn to page 20 to see Jay in our 2013 Citizenship Week ad*

Shawn A-in-chut Atleo

National Chief of the Assembly of First Nations
2013 LaFontaine-Baldwin Lecturer

"The [2013 Lafontaine-Baldwin Symposium](#) provided an important venue for thoughtful discussion and commentary on citizenship in Canada, specifically the role of First Nations and how we must all work together to fulfill the agreements and commitments of the past and present. By providing the opportunity for dialogue, this lecture series helps Canadians tackle everyday issues from different perspectives."



James Temple

Director, Corporate Responsibility, PwC

"Being a [roundtable host](#) at an ICC community citizenship ceremony provided me with a unique lens to explore what it means to be Canadian through the eyes of our newest citizens. When it came time to take the Oath of Citizenship, I excitedly joined in and reaffirmed my own! I'm proud PwC has partnered with the ICC to connect our employees with a unique volunteer experience that celebrates an important milestone for so many."



Iwona G.

New Citizen

"My citizenship ceremony – taking place on my birthday – was an unforgettable experience. The roundtable discussion offered an opportunity to share my journey towards citizenship with fellow new Canadians. We all came from different corners of the world, but as it turned out, we had a lot in common."



Amir Karim

ICC Donor
Vice-President, Business Development, Polykar

"My family and I believe Canada to be a welcoming, accepting country full of cosmopolitan expressions of cultures, religion and education. It is a personal pleasure to support the ICC, helping create opportunities for our newest citizens to become an integral part of this extraordinary country."



Andrew S.

CAP Member

"I cannot think of a better way to spend Canada Day than on the *Canadian*, a train line steeped in Canadian history. We would never have done anything like this were it not for the work done by the ICC and its [Cultural Access Pass](#)."



Johann Zietsman

President & CEO, EPCOR CENTRE for Performing Arts

"EPCOR CENTRE was one of the first groups to participate in CAP's [performing arts](#) pilot, and we truly appreciate the program's ability to give us access to a new audience. Building connections with new Canadian citizens is fundamental to our goal of bringing the arts to our city, our province, our country and the world. This program is truly one of a kind."





We believe Canada is at its best when new citizens feel welcomed and connected as full participants in the economic, political, social and cultural fabric of our country.

Our Cultural Access Pass (CAP) program is in a league of its own. A gift to Canada's newest citizens and their children, CAP provides a year of free access to almost 1,200 places and spaces across the country during a time when new citizens are excited about meaningful ways to connect to their communities and the country.

The strength of this program lies in our ability to find likeminded cultural attractions, partners and generous donors, such as the RBC Foundation, who embrace active citizenship in its truest form: opening doors and offering a warm, inclusive welcome.

CAP members who participated in our July/August 2013 Program Exit Survey said visiting cultural attractions helped them learn about Canada (90%), made them feel more Canadian (70%), and that other new citizens can benefit from visiting cultural attractions through CAP (92%).

HAPPY ANNIVERSARIES!

This year marked the program's fifth anniversary. In a mere five years, CAP has grown from six Toronto-based attractions to almost 1,200 spanning coast-to-coast. We've surpassed 75,000 program participants, and set the record for our highest number of monthly registrations – 3,075 – in March 2013. We have also continued to expand the types of experiences we offer our members from museums, to Parks Canada's national parks, historic sites and marine conservation areas, to our recent addition of performing arts organizations like Calgary's EPCOR CENTRE and Canada's Royal Winnipeg Ballet.

We also celebrated another important milestone this past Canada Day: the first anniversary of the launch of our collaboration with VIA Rail Canada that offers CAP members a 50% discount off the lowest available fare for them and up to four of their children. CAP members have used the offer to travel on every main route VIA Rail offers: many chose to travel within the Québec City–Windsor corridor, and nearly 20% journeyed on the *Canadian*, an incredible voyage running between Toronto and Vancouver. To celebrate the anniversary, we launched a summer contest entering all active CAP members who took advantage of the CAP/VIA discount into a random draw to win a \$5,000 VIA travel voucher. This resulted in the total number of members travelling with VIA jumping from 1,500 to 2,500 with more than 700 travelling in the month of August alone.



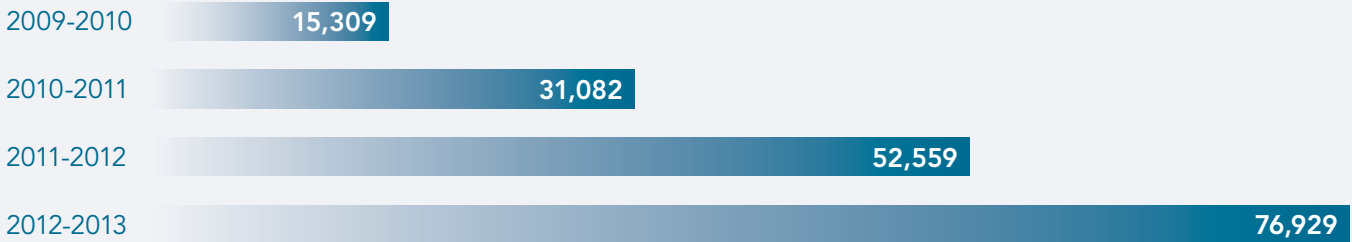
EXPANDING MEMBERS' ACCESS AND INVOLVEMENT

Since CAP is only available to new citizens for one year from the date they officially become citizens, we want to ensure they take full advantage of the program. With this in mind, we focused our efforts on making it even easier to participate. We've streamlined the online registration process, greatly reducing the time it takes to sign-up. We've dramatically expanded the network of pass pick-up locations by building partnerships with municipal library systems across the country. And, we enhanced the [monthly e-newsletter](#), using clear, concise and eye-catching content. The e-newsletters now contain regular features on CAP attractions and members, ICC news and stories, and offer a variety of ways to get involved – from volunteering, to connecting with us through social media, to simply sending an email. Traffic to the Cultural Access Pass pages on the ICC's website has increased by 20% as a result of our re-energized e-newsletter.

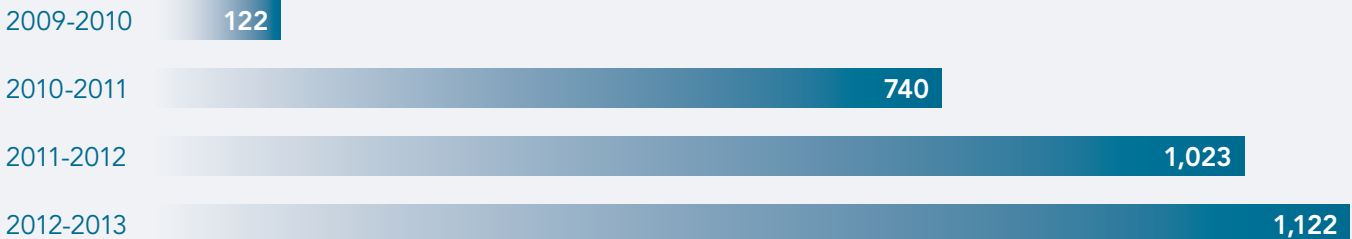


CULTURAL ACCESS PASS GROWTH

Total CAP Members



Total CAP Attractions



SHARING OUR KNOWLEDGE OF NEW CITIZENS

Cultural attractions partner with CAP to build meaningful connections with new citizens in the program. They see our members as engaged Canadians with the potential to be return visitors, volunteers and ambassadors. To help solidify these connections, we created *Insights Presentations*: an opportunity to share audience development insights specific to new Canadians, and a forum for our participating attractions to network and exchange ideas.

●●● WHAT'S NEXT

Guided by member feedback, we continue to focus on expanding the diversity of CAP experiences. We're also making major changes to how our members (and all visitors to our website) search for arts and cultural experiences with the creation of a dynamic CAP attraction online directory. And, in the spring of 2014, we'll lead our first CAP panel presentation at the Canadian Museum Association's national conference where Canada's leading arts and cultural institutions connect to share best practices.



BUILDING CITIZENSHIP



Welcome
Connect
Celebrate

We believe citizenship ceremonies are events every Canadian should experience.

Our [Building Citizenship](#) program relies on a national network of volunteers to organize special community citizenship ceremonies with compelling roundtable discussions where new citizens, their guests and community members share stories, collectively reflecting on what it means to be Canadian.

Alongside our partner, Citizenship and Immigration Canada, our volunteers devotedly work to create an event that celebrates new citizens while connecting them to their community. With 31 volunteer committees located in communities across the country, our ceremonies are hosted in welcoming public spaces (often cultural attractions that belong to our CAP program), and roundtable hosts are volunteers from the community – from neighbours to business professionals and city leaders.

The impact of these ceremonies is contagious. New citizens are overjoyed by the feeling of being valued and supported in their decision to choose Canada, which fuels their commitment to their new home; 9 out of 10 new citizens who shared feedback with us believe the roundtable discussion was a valuable addition to the ceremony. Volunteers and other guests gain a wealth of perspective on new citizens and the value placed on Canadian citizenship, often leaving with a refreshed sense of Canadian pride; 85% of roundtable hosts who shared their feedback believe the roundtable inspired them to reflect on their own citizenship.

This year, our 207 committee members organized 36 ceremonies to welcome our highest number of new citizens to date – 1,635 – and invited more than 600 community members to lead roundtable discussions.

Building Citizenship is a tangible example of what it means to be an [active citizen](#), and the program 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, roundtable hosts and organizations who generously donate their space.



FROM VOLUNTEERS TO AMBASSADORS

Our volunteers organize these remarkable community ceremonies, creating a special moment for all involved. They're also our [best ambassadors](#). This year we equipped them with communications tools and networking ideas to help spread the word about the rewards of volunteering with the ICC. We invited them to join special ICC events, like our LaFontaine-Baldwin Symposium and CBC's collaborative project, *2017 Starts Now*, to help us raise our voice.

LINKING VOLUNTEERS TO RESOURCES

A lot goes into planning community ceremonies. We want our volunteers to focus more on finding speakers and roundtable hosts than on how they will cover event costs. In addition to the continued in-kind support from Tim Hortons, we partnered with PricewaterhouseCoopers to help committees source roundtable hosts from PwC's robust employee base. An impressive 96% of our volunteers believe they are given the support and resources needed to succeed.

COLLECTING AND SHARING STORIES

Stories inspire and unite, and our community citizenship ceremonies are rich with tales of becoming and being Canadian. Sharing these stories helps us build the conversation on citizenship and extend the inspirational reach of our ceremonies beyond the day and venue. This year, we launched [Speakers' Corner](#): mini-interviews with ceremony attendees – new citizens, roundtable hosts and our volunteers – to capture their perspectives and emotions from the day's events. The videos are shared far and wide: from the ICC's social media channels to ceremony invitations. You can watch the Speakers' Corner videos on our YouTube channel.

FROM COAST-TO-COAST, OUR VOLUNTEER COMMITTEES



Welcome: Markham, Moncton and St. John's!

Art Gallery of Hamilton*, Art Gallery of Ontario*, Calgary, Charlottetown, Deer Park*, Edmonton, Flemingdon Park*, Fort McMurray, Fort York*, Fraser Valley, Guelph, Halifax, MaRS Discovery District*, Mississauga*, Mohawk College (Hamilton)*, Montreal, 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 Hamilton Area

NOTEWORTHY CEREMONIES

Rideau Hall and CBC, Citizenship Week (October 2012)

During Citizenship Week, we hosted our third ceremony with CBC at TL Kennedy Secondary School in Mississauga, complete with Metro Morning broadcasting onsite and CBC on-air personalities leading the roundtable discussions. We welcomed 45 citizens from 19 countries. The week also marked our third community ceremony hosted at Rideau Hall, welcoming 40 citizens from 26 countries.

Luminato with the Honourable Chris Alexander & Ins Choi, Toronto (June 2013)

For the second year we partnered with Luminato, Toronto's Festival of Arts and Creativity, to bring the celebration of citizenship to its main stage. Joining us onstage to welcome 50 citizens from 16 countries was the Honourable Chris Alexander — appointed Minister of Citizenship and Immigration in July 2013 (MP for Ajax-Pickering) and Ins Choi — notable playwright of *Kim's Convenience*.

Red Deer, Alberta with Minister Kenney (June 2012)

Not even Alberta's terrible floods could stop our volunteers and Citizenship and Immigration Canada staff from helping us welcome Red Deer's newest citizens. A mere three days after the devastating floods, we held our largest ceremony to date with the Honourable Jason Kenney — then Minister of Citizenship, Immigration and Multiculturalism — welcoming 112 new citizens from 28 countries, at Red Deer College.



●●● WHAT'S NEXT

We'll continue to bring our ceremonies to new audiences with new partnerships, and explore ways to cultivate our diverse network of committee members, roundtable hosts and ceremony guests. We have an incredible fall ceremony planned with the Canadian Football League's Toronto Argonauts where new citizens will take their Oath on the field in front of fans before the game begins at the Rogers Centre.

LaFontaine-Baldwin Symposium

Building
the national
conversation on
citizenship

We believe one of the greatest acts of citizenship is for Canadians to accept the challenge of adding their voice to national conversations.

Founded in 2000 by ICC Co-Chair John Ralston Saul, the [LaFontaine-Baldwin Symposium](#) is a signature event hosted across the country, showcasing leading thinkers. Past speakers include His Highness the Aga Khan, The Honourable Louise Arbour and most recently, Shawn A-in-chut Atleo, National Chief of the Assembly of First Nations.

The event model consists of a keynote address and roundtable discussion to create an inspiring space for new perspectives and idea-sharing, challenging Canadians to become part of the national conversation on citizenship, democracy and the public good.

The Symposium's name pays homage to Louis-Hippolyte LaFontaine and Robert Baldwin. Between 1848 and 1851, they led the "Great Ministry" that established responsible government and enacted hundreds of laws. The reforms of LaFontaine and Baldwin created the roots of modern Canada by moving government away from the European model and towards the concepts of complexity and diversity.

TAKING THE STAGE AT STRATFORD

2013 saw the return of our Symposium in a new and refreshing way through a partnership with the Stratford Festival. Since its inception, Stratford has been providing audiences the opportunity to engage with creative and often challenging ideas, making it the perfect place to add more voices to Canada's citizenship conversation.

Joining us that weekend were 15 members of our Cultural Access Pass program. We invited them to attend all three Symposium events as well as a performance of *Othello* to ensure the new citizen voice was represented in the weekend's conversation.



“ADOPTING” ONE’S CULTURE

The Church Restaurant, August 9

An intimate crowd gathered for a beautiful dinner at one of Stratford’s finest restaurants as ICC Co-Chairs, Adrienne Clarkson and John Ralston Saul, led a candid conversation about identity – *is it fluid or fixed?* – with award-winning playwright Tara Beagan, acclaimed actor Graham Greene and esteemed writer Thomas King.

11TH LAFONTAINE-BALDWIN SYMPOSIUM LECTURE: *FIRST NATIONS AND THE FUTURE OF CANADIAN CITIZENSHIP*

Avon Theatre, August 10

Shawn A-in-chut Atleo, National Chief of the Assembly of First Nations, reopened Canada’s original conversation on inclusion. Influenced by the founding principles of peace, friendship and mutual respect between Canada’s First Nations and newcomers 400 years ago, his lecture explored how these ideals frame today’s national dialogue. In addition to the National Chief, the lecture featured: introductory remarks by Adrienne Clarkson, John Ralston Saul and Antoni Cimolino, the Festival’s Artistic Director; a ceremony blessing by Lee Claremont; drumming by James Adams; and an audience Q&A.

DIASPORA DINING

Festival Theatre, August 10

Following the Symposium, National Chief Atleo, Adrienne Clarkson and John Ralston Saul gathered with more than 100 lecture attendees for a roundtable discussion – similar to the model we use for Building Citizenship – on the National Chief’s remarks while enjoying food from Stratford’s diverse local restaurants.

TAKING THE CONVERSATION ONLINE

The Symposium features speakers with new and inspiring ideas who encourage the audience to add their voice. The more voices, the stronger our message will be and, fortunately, today’s technology allows us to extend participation online, beyond the event’s physical space. Similar to past Symposia, the National Chief’s lecture was shared online via a live webcast; a version of it is currently posted on the [ICC’s YouTube channel](#). In Calgary our Building Citizenship volunteer committee hosted a viewing party to watch the webcast and curate their own discussion. With the support of the Festival’s social media team, the ICC was able to build an online conversation that generated an estimated reach of 1.2 million during the month of August.

●●● WHAT’S NEXT

We’re currently in the process of selecting the speaker for our 12th LaFontaine-Baldwin Symposium which will be held in October 2014. More details will be shared as they become available.





We believe new citizens' experiences and knowledge offer new perspectives and are an essential ingredient for Canada's success.

Launched in June 2012, ICC Insights uses a range of methods and partnerships to explore the experiences of new Canadian citizens and bring their voice to the mainstream. Our goal is to develop a comprehensive understanding of newcomers' experiences as Canadian citizens, beyond the point of immigration and settlement. Our research is distinctively focused on reframing the national conversation on inclusion, identity and citizenship.

Being an active citizen also means being engaged. This new initiative wouldn't be possible without the desire of our new citizens to voluntarily lend their voice to a variety of topics, and the support and interest from our network to hear what they have to say.

GETTING TO KNOW OUR NEW CITIZENS

ICC Insights works with new citizens who are members of our [Cultural Access Pass](#) program. They are engaged, active and excited to share with us. Our first step upon launching ICC Insights was to ensure we had a clear understanding of our new citizens. To accomplish this we created a *Member Profile Survey*. From this survey we learned our new citizens chose Canada not to get a passport, but to feel a sense of belonging to the larger collectivity: *Canada is my permanent home* (90%) and *I wanted to feel like I really belonged* (87%) were the top two reasons for obtaining Canadian citizenship.



SAMARA CANADA'S DEMOCRACY TALKS

Our first major collaboration was with [Samara Canada's Democracy Talks](#) initiative, a national conversation on Canadian engagement in the political process. ICC Insights played a role in sourcing new citizens for focus groups in Brampton, Hamilton, Edmonton and Vancouver. Samara measured 20 ways to "get political" outside of the act of voting. They found Canadians capitalize on few of these activities. In particular, Canadians are least likely to perform activities involving party politics. Canadians rarely discuss politics, online or off; only 40% discussed a social or political issue in person or by phone and only 17% shared political content on social media¹.



NATIONAL CAPITAL EXHIBITION

We also collaborated with Ottawa's [National Capital Commission](#) (NCC), a Crown corporation focused on ensuring Canada's Capital Region is a source of national pride and significance. We helped the NCC organize focus groups to collect new citizens' input on an exhibition they are designing around new citizens and citizenship. Additional collaborations with the NCC are in discussion.

●●● WHAT'S NEXT

Through a generous donation from Bouygues Building Canada, ICC Insights will explore how new citizens engage with mainstream Canadian sporting culture, and how participation – or lack thereof – affects their sense of inclusion and belonging in Canadian society. We'll also dive deeper into our database to uncover more about our new citizens, while searching for innovative research partnerships.

¹ Samara Democracy Report #6: *Lightweights, Political Participation Beyond the Ballot Box*

ICC Collaborations

Building
connections

Growing
our voice

We believe building a solid network of partners who share our passion will help inspire more people to embrace active citizenship and diversify our programs for new citizens.

ORDER! ORDER!

In partnership with the [Greater Toronto CivicAction Alliance](#) and *grano* restaurant, with support from NATIONAL Public Relations, the ICC created a captivating dinner 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.

Order! Order! relies on a pre-determined theme led by a moderator to ensure an evening of lively discussion and connecting. In [September 2012](#) we hosted the inaugural dinner and explored innovation and immigration with Amanda Lang, CBC News senior

business correspondent. The second dinner, held in [February 2013](#), explored recipes for successful civic engagement with Angie Seth, lead anchor and reporter for OMNI News: South Asian Edition.

We have no illusions our discussions will lead to immediate solutions – if only it were so! But, we do believe in the value of a diverse group exchanging perspectives. While we may not always come up with a solution, we're confident our discussions will produce new insights and partnerships dedicated to putting ideas into action.



CANADA DAY AND CITIZENSHIP WEEK

These two occasions allow us to raise our voice, encouraging all Canadians to think about the value of Canadian citizenship and what it means to be an active citizen. The main platform we use to get the conversation going is our Building Citizenship community citizenship ceremonies with roundtable discussions.

This past year we successfully added several creative collaborations to grow the conversation and move it beyond our ceremonies. We promoted these initiatives online and generated an estimated reach of 1.5 million.

2013 ad campaign

Thanks to a generous donation of ad space in Toronto Life, Ottawa Magazine and Canadian Family from St. Joseph Communications, we created our very first ad campaign encouraging people to welcome new Canadian citizens during Canada Day and get behind active citizenship during Citizenship Week.

Celebrating Citizenship video

We created a short video narrated by ICC Founder & Co-Chair, Adrienne Clarkson using footage from our 2013 Luminato ceremony. The video showcases how our community citizenship ceremonies welcome Canada's new citizens and celebrate Canadian citizenship; the video is available on our YouTube channel.

ICC in the news

As our voice grows, more media are interested in helping us share our stories. In addition to hosting one of our community ceremonies with CBC, [Huffington Post](#) featured several of our new citizen volunteers as examples of engaged, active citizens. And, Global Television's [The Morning Show](#) invited Adrienne Clarkson on air to quiz hosts on practice questions from Citizenship and Immigration Canada's [Discover Canada](#) guide, used to study for the citizenship test. Both features can be found in the 'news' section of our website.



2017 STARTS NOW

In 2017, Canada will be celebrating 150 years since Confederation. In anticipation of this historic milestone, CBC/Radio-Canada teamed up with Community Foundations of Canada, VIA Rail and other national collaborators like the Institute for Canadian Citizenship to spark an exchange of ideas on how we can celebrate. Our ED & CEO, Gillian Smith, spoke at several of the conferences, bringing our message of inclusion to new audiences; a video of her remarks can be found on our [YouTube channel](#).

●●● WHAT'S NEXT

Order! Order! continues with the addition of PricewaterhouseCoopers to the roster of partners. And, through the generous support of Manulife Financial and the creative energy of the Magenta Foundation, we'll raise awareness of the power of active citizenship by sharing firsthand accounts of engaged new citizen volunteers through stories, video and photographic portraits.



Our team

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OUR STAFF



Leith Bishop, Managing Director, Operations; **Tawanda Chirenda**, Acting National Program Manager, Cultural Access Pass; **Abidah Lalani**, Acting National Program Manager, Building Citizenship; **Gillian Smith**, Executive Director & CEO; **Heather Steel**, ICC Insights Manager; **Jess Duerden**, Communications Manager; **Nancy Hitzig**, Development & Office Coordinator; **Andrew Beer**, Program & Database Coordinator, Cultural Access Pass.

Join us!

We believe everyone – not just Canada’s newest citizens – has a responsibility to be an active and engaged citizen.

MAKE A DONATION

This simple act goes a long way to ensuring we have the resources our programs need 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 and 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 or volunteer to lead a roundtable discussion with new citizens and their guests.

●●● FOR MORE INFO

Visit icc-icc.ca or email info@icc-icc.ca





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

