

INSTITUTE FOR

CANADIAN

CITIZENSHIP

2015 ANNUAL REPORT

INSTITUTE FOR
CANADIAN
CITIZENSHIP



INSTITUT POUR LA
CITOYENNETÉ
CANADIENNE

2015

MESSAGE FROM OUR CO-CHAIRS

A VISION FOR A MORE INCLUSIVE CANADA

A decade ago we created the Institute for Canadian Citizenship (ICC). Important work, we believed, began the day citizenship was granted. Every new Canadian should have the chance to become fully involved in our history, our culture and our politics. What seemed an urgent issue then is even more so now, especially as the ICC continues to grow.

Though Canadians know how to welcome and settle immigrants and refugees, we need to put greater effort into helping new citizens become involved. We must also help encourage all citizens to take their responsibilities seriously while enjoying both the rights and privileges that have been ensured by our history.

We need to make our citizenship active, knowledgeable and involved. That is what the ICC means to us and what we want it to mean to all Canadians.

— **THE RT. HON. ADRIENNE CLARKSON
& JOHN RALSTON SAUL**

MESSAGE FROM OUR CEO

EVOLVING CANADA, EVOLVING ICC

2015 has been busy year at the ICC. We signed up our 200,000th Cultural Access Pass member, hosted our first ceremonies at the Aga Khan Museum in Toronto and in Saskatoon, renewed our partnership with VIA Rail Canada and sent 2,000+ CAP members to the Pan Am/Parapan Am Games in partnership with the Ontario Trillium Foundation. We also launched Ballots & Belonging, an influential look at new Canadians and the vote, and welcomed Calgary Mayor Naheed Nenshi to the stage.

It has also proven a year of change. The CEO is new, we've added several members to our dynamic team and are undertaking good, fresh thinking around our programs and initiatives. As importantly, we've been doing some hard thinking about what we do, why we do it and all we intend to achieve.

In 2016 the ICC turns ten. We're entering our second decade with a campaign of renewal and a determination to deliver practical outcomes. The upcoming year, we all agree, will be momentous: an opportunity to show our commitment to inclusion and to the openness that is our greatest shared asset.

— **CHARLIE FORAN**



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Canada's 26th Governor General

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Award-winning essayist and
novelist, President Emeritus of
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2015 ANNUAL REPORT

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WHAT WE DO

The ICC inspires Canadians to be inclusive, embrace fresh thinking, practice active citizenship and own our collective culture and spaces.



BUILDING CITIZENSHIP

WELCOME new Canadians
the day they become citizens



CULTURAL ACCESS PASS



PROVIDE FREE ACCESS
to Canada's cultural spaces



CREATE OPPORTUNITIES
to connect

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EXPLORE AND ADVANCE
the Canadian model of inclusion

6 DEGREES



CHALLENGE
conventional thinking



ASK new citizens in the CAP network
about practical, real-life concerns



SHARE the unique
perspectives of new citizens

ICC INSIGHTS


2015

YEAR IN REVIEW

In 2015, we signed the Canadian Museum for Human Rights as a CAP attraction, researched and launched our second national study, brought new

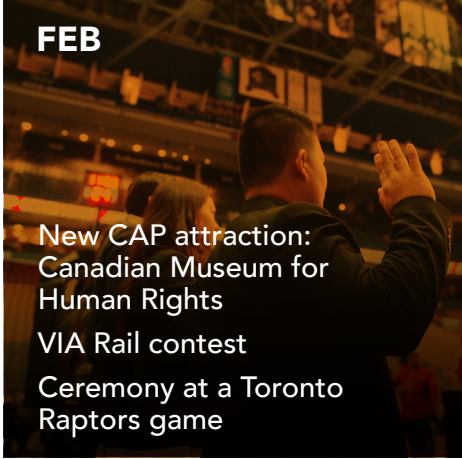
citizens and Order of Canada recipients together at an Order!Order! event and hosted our 13th LaFontaine-Baldwin Symposium. Here are some highlights.

JAN



New CEO Charlie Foran
The Rt. Hon. Adrienne Clarkson presides at Trinity College ceremony at the University of Toronto

FEB




New CAP attraction: Canadian Museum for Human Rights
VIA Rail contest
Ceremony at a Toronto Raptors game

MAR

150,000th CAP member registered

APR



First ceremony at the Aga Khan Museum in Toronto
Order! Order! event
100 Days to Pan Am ceremony

MAY

Ceremony at the Manitoba Museum

JUN



Partner with the GTAA to host a ceremony at Toronto Pearson International Airport
Charlie Foran presides at Luminato ceremony



JUL



Canada Day ceremonies in Calgary, Guelph and Markham
 Renewal of CAP partnership with VIA Rail
 2,000+ CAP members attend Pan Am/Parapan Am Games for free

AUG



Indigenous-inspired ceremony at Fort York National Historic Site
 First ceremony in a VIA Rail station in Vancouver

SEPT



LaFontaine-Baldwin Symposium with Mayor Naheed Nenshi
 Launch of the new ICC Insights report Ballots & Belonging
 Launch #ReadyToVote campaign

OCT



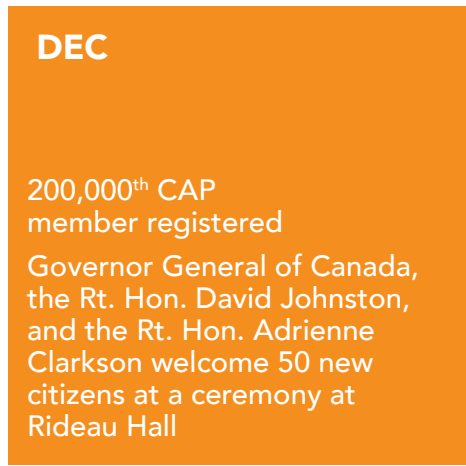
First ICC ceremony in Saskatoon at the Western Development Museum
 Citizenship Week: Five ceremonies across Canada in four days
 TRCA: First municipal park to join CAP

NOV



First ceremony with Confederation College in Thunder Bay
 2015 Annual Committee Meeting

DEC



200,000th CAP member registered
 Governor General of Canada, the Rt. Hon. David Johnston, and the Rt. Hon. Adrienne Clarkson welcome 50 new citizens at a ceremony at Rideau Hall

EVERYONE SHOULD ATTEND A CITIZENSHIP CEREMONY.

BUILDING CITIZENSHIP

From the VIA Rail Canada station in Vancouver to the Canadian Museum of Immigration at Pier 21 in Halifax, in 2015 we partnered with Immigration, Refugees and Citizenship Canada (IRCC) to welcome more than 2,000 new citizens at 41 unique enhanced citizenship ceremonies across Canada.

We hosted our first ceremonies at the Aga Khan Museum in Toronto and in Saskatoon; celebrated Canada Day in Calgary, Guelph and Markham; co-hosted five ceremonies in four days for Citizenship Week; and increased our expansion into northern Ontario with the first ICC ceremony at Confederation College in Thunder Bay. We also partnered with Maple Leaf Sports & Entertainment Ltd., swearing in new citizens at a Toronto Raptors game, and celebrated the 100 day countdown to the Pan Am/Parapan Am Games at the new Athletes' Village in Toronto.

We are grateful to our growing national network of committed volunteers and community partners. With the support of a new funding agreement with IRCC, we are expanding the program to more than 70 ceremonies in 2016.



HIGHLIGHTS FROM 2015:



41 ceremonies



Roundtable hosts across Canada



New citizens sworn in



20+ volunteer committees



Partnerships with iconic Canadian institutions



SIGN UP TO BE A roundtable host at icc-icc.ca/en/bc



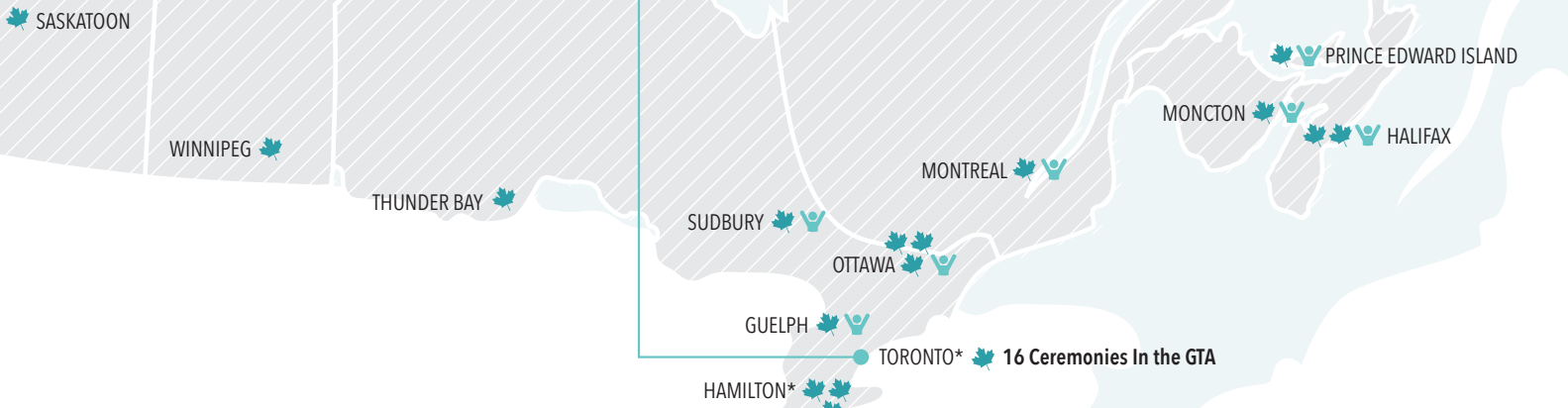
Governor General of Canada, the Rt. Hon. David Johnston, the Rt. Hon. Adrienne Clarkson and John Ralston Saul celebrate with new citizens at Rideau Hall, December 2015.

Some of the 41 Ceremonies from 2015

- 5th ICC ceremony at Rideau Hall (Ottawa)
- Aga Khan Museum (Toronto)
- Canadian Museum of Immigration at Pier 21 (Halifax)
- Confederation College (Thunder Bay)
- Jack Singer Concert Hall at Arts Commons (Calgary)
- MaRS Discovery District (Toronto)
- Matsqui Centennial Auditorium (Fraser Valley)
- Musée des maîtres et artisans du Québec (Montreal)
- Oil Sands Discovery Centre (Fort McMurray)
- Pan Am/Parapan Am Games Athlete's Village (Toronto)
- Royal BC Museum (Victoria)
- St. John's City Hall (St. John's)
- VIA Rail Canada (Vancouver)
- Western Development Museum (Saskatoon)

Committees in the GTA

- Don Valley
- Downtown Toronto
- Fort York
- Markham
- Parkdale
- Scarborough Youth



2016

CO-HOST

more than 75 enhanced citizenship ceremonies

WELCOME

more than 4,000 new citizens

ENGAGE

more than 1,000 Canadian citizens as roundtable hosts

CULTURE IS A PORTAL INTO BELONGING.



EXPLORE

CAP attractions near you
at attractions.icc-icc.ca

"Providing this as a gift to new citizens was a brilliant idea and the best gift ever for new citizens."

(CAP member, November 2015)



HIGHLIGHTS FROM 2015:

- 
60k Current CAP members
- 
200k New citizens who have participated in the CAP program
- 
 Renewed agreement with VIA Rail Canada
- 
1.2k Partnerships with iconic Canadian institutions
- 
20 New attractions

CULTURAL ACCESS PASS (CAP)

2015 was pivotal for the CAP program. We welcomed our 150,000th CAP member in March, announced a new partnership with the Aga Khan Museum and sent 2,000+ CAP members to the Pan Am/Parapan Am Games in partnership with the Ontario Trillium Foundation. As well, Toronto and Region Conservation Authority became the first municipal park to join CAP and we renewed our partnership with VIA Rail Canada. Finally, we signed up our 200,000th CAP member in December – a fitting end to a remarkable year.

ABOUT CAP

CAP gives new citizens the opportunity to experience more than 1,200 of Canada’s premier cultural attractions for free during their first year of citizenship. From museums and galleries to science centres and national parks, CAP opens doors to new citizens across Canada and encourages them to take ownership of our shared heritage through history, art, culture and nature.

In addition, CAP members also receive travel discounts including 50% off the lowest ticket price for one-time VIA Rail travel.



REGISTER

60,000+ new CAP members

ADD

50+ new CAP attractions

LAUNCH

CAP Connections — a new program to connect CAP members with their communities and each other

SAY AHLAN

("Welcome!") to newcomers with the new Ahlan CAP program

INCLUSION IS A PROCESS.

ICC INSIGHTS

In 2015, we launched our second national report, *Ballots & Belonging: New Citizens on Political Participation*. We actively shared these findings with media, civil society, academia, government and anyone else interested in making Canada more inclusive.

ABOUT ICC INSIGHTS

Tapping into our expanding network of more than 200,000 new citizens from the CAP program, we regularly ask about practical real-life concerns and generate insights into the experience of becoming Canadian. Our research allows us to make recommendations for change.

HIGHLIGHTS FROM 2015:



Launched our second national report
Ballots & Belonging: New Citizens on Political Participation



Helped new citizens get #ReadyToVote with a new
get-out-the-vote campaign



Survey
respondents



Focus
groups

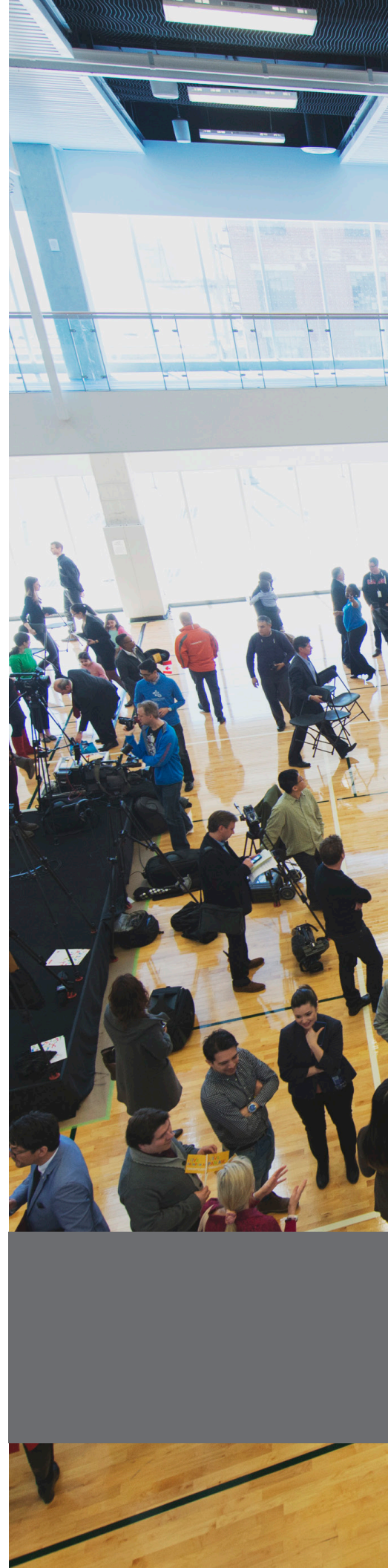


Focus group
participants



Ballots
& belonging

VIEW OUR
interactive report at
ballotsandbelonging.ca





2016

CREATE THE 2030 PROJECT

The 2030 Project is a dynamic digital hub that tracks, on an ongoing basis, how new Canadians feel about their cultural, economic, political and social lives.

FRESH LANGUAGE CREATES FRESH THINKING.

HIGHLIGHTS FROM 2015:



CBC Ideas episode



Globe and Mail partnership



Attendees at the Avon Theatre
at Stratford Festival



#LBSymposium trending



WATCH MAYOR NENSHI'S LECTURE,
listen to the CBC Ideas episode or read
an excerpt at icc-icc.ca/nenshi

Photo: John Ralston Saul interviews Naheed Nenshi.



LAFONTAINE-BALDWIN SYMPOSIUM

On September 19, Naheed Nenshi, Mayor of Calgary, delivered the 13th LaFontaine-Baldwin Symposium to a full house at the Avon Theatre in Stratford, Ontario. In his lecture, "The Canada We Hope For: A Naïve View," Mayor Nenshi explored our aspirations for Canada, the dark corners of our history, and the responsibility we have — as citizens — to build better local and global communities. Together with lecture co-hosts the Rt. Hon. Adrienne Clarkson and

John Ralston Saul, Mayor Nenshi led the conversation on the Canada we hope for.

ABOUT THE SYMPOSIUM

Founded in 2000 by John Ralston Saul, the LaFontaine-Baldwin Symposium is a signature event hosted across the country. Following the keynote, roundtable discussions create an inspiring space to share ideas.



“Almost every Canadian has such an origin story and every one is worth telling. And with each telling, we share in the story of who we are.”
- Naheed Nenshi

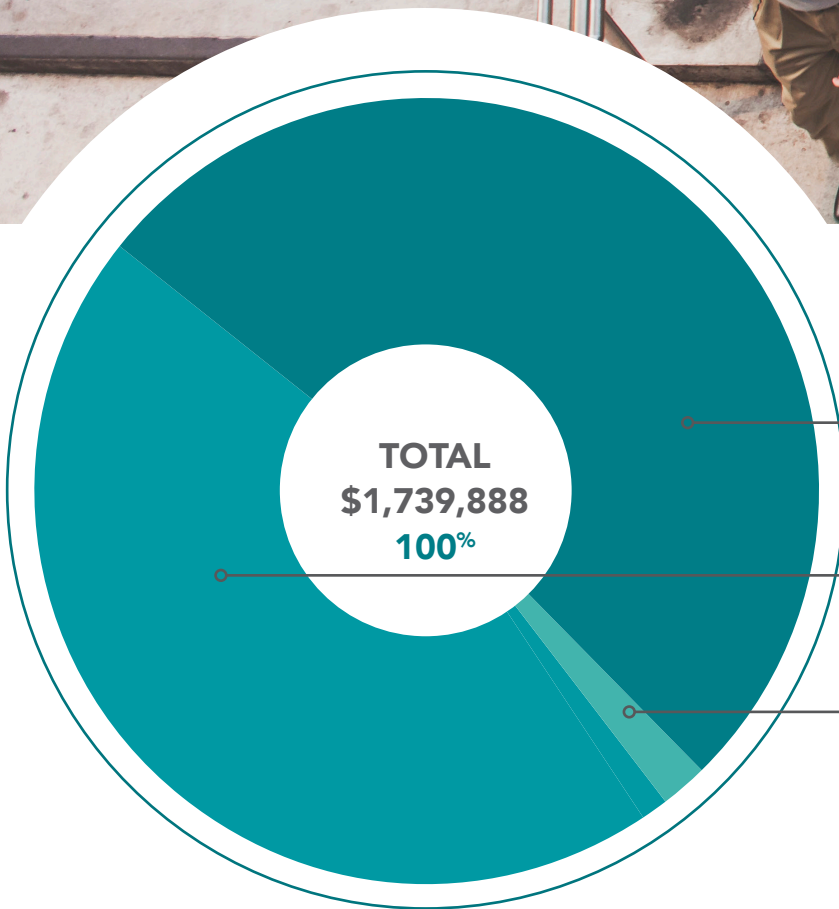
2016

ESTABLISH 6 DEGREES →

In 2016, the renamed LaFontaine-Baldwin Lecture gets a fresh look as the opening night of 6 Degrees, the ICC's new annual citizen space to connect, debate and create. From September 19 to 21, Toronto will be home to a two day and three night program featuring leading thinkers on the central issues of our time: citizenship and inclusion.

FINANCIALS

AUGUST 1, 2014 TO JULY 31, 2015

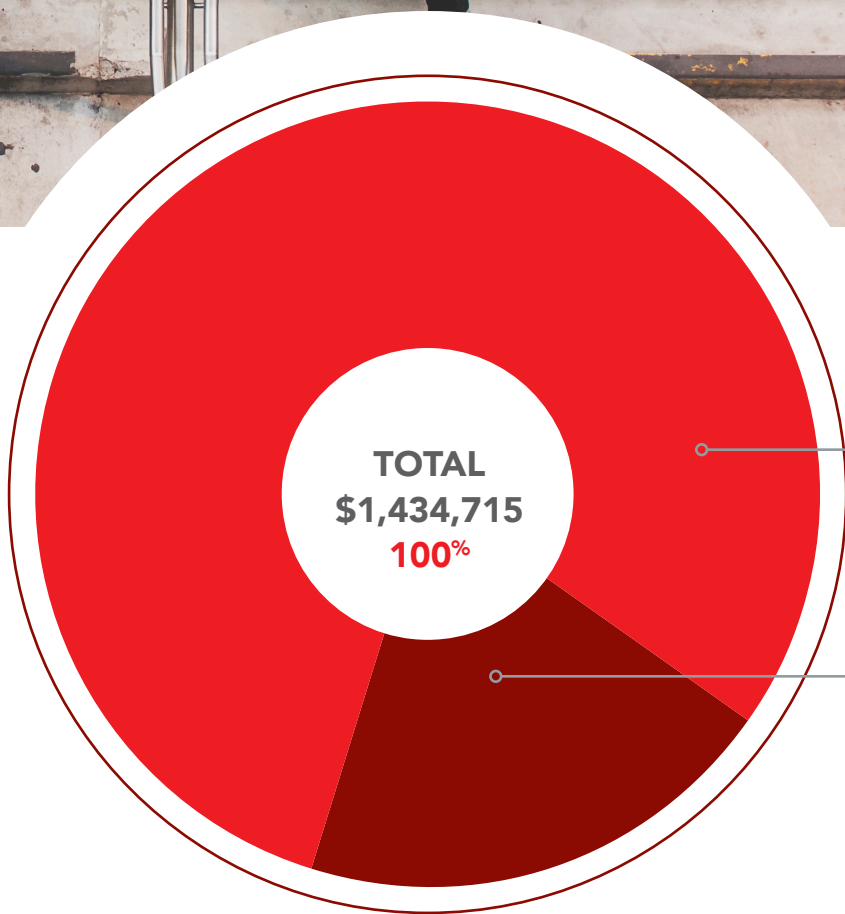


INCOME

53.9 % Corporate, foundation and individual support

44.7 % Government support

1.4 % Interest



EXPENDITURES

80.3 % Programs

19.7 % Administration

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The ICC was co-founded in 2006 by the Rt. Hon. Adrienne Clarkson, the first refugee Governor General of Canada, and John Ralston Saul, award-winning essayist and novelist, to welcome new Canadian citizens and foster active citizenship for all Canadians, regardless of whether their family has been here for five years, five generations or since before the first settlers arrived.

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