



Connecting All Newcomers - a 4 month outreach project  
to connect newcomers to settlement services in Edmonton.

An Outreach Project of  
Edmonton Mennonite  
Centre for Newcomers  
(EMCN)

Funded by:

Financé par :



Citizenship and  
Immigration Canada

Citoyenneté et  
Immigration Canada


EDMONTON MENNONITE

**centre** *for*  
**newcomers**



## Purpose of the Project

The purpose of the CAN project was to connect with a total of 2000 Permanent Residents to Canada who had settled in Edmonton sometime in the last 3 years, but who had not yet connected to a settlement services agency.



# Expected Outcomes:

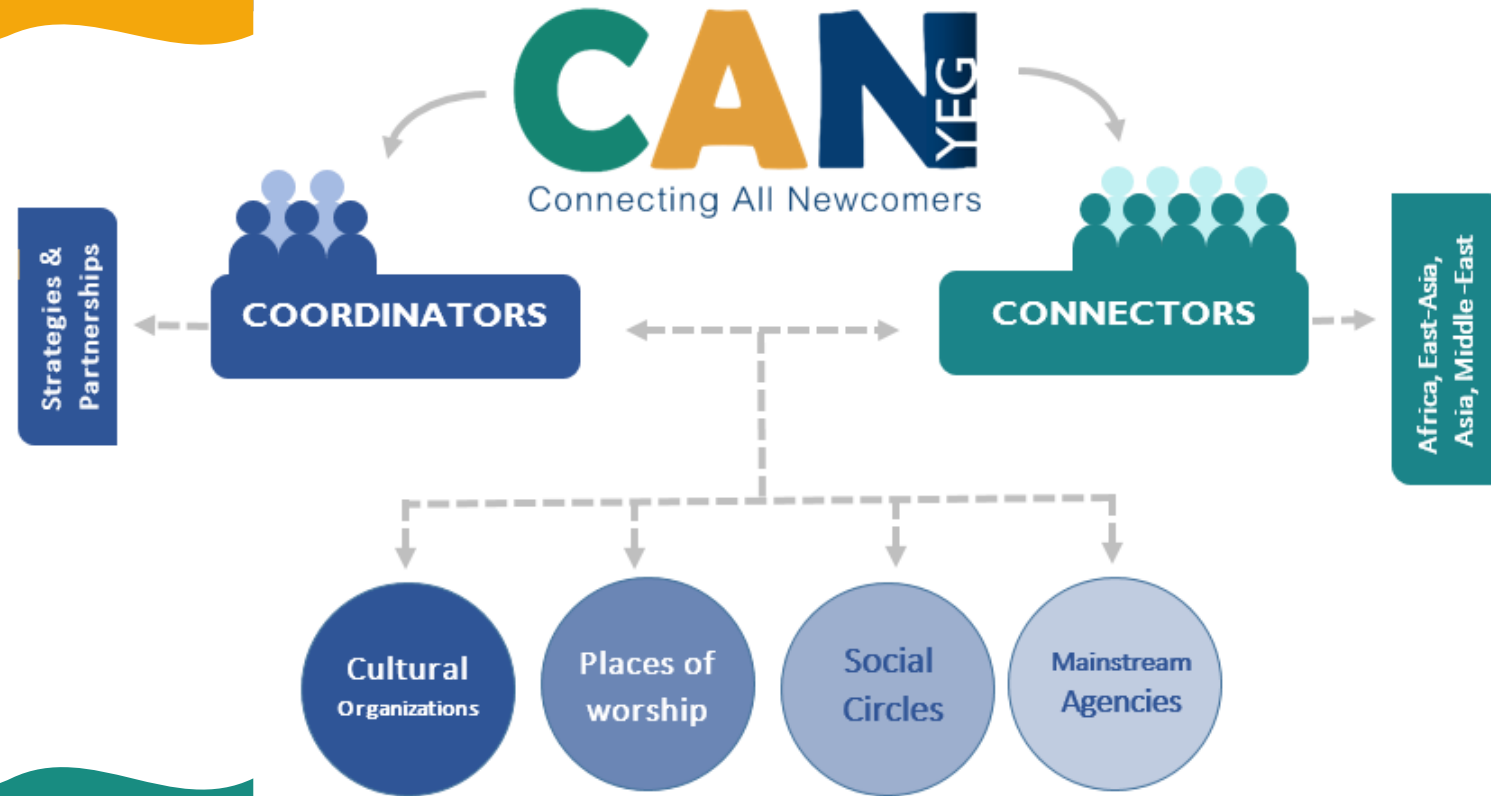
- Newcomers are aware of settlement services available in their communities and are supported in their integration to Canadian society
- Provide insight to settlement agencies and CIC as to where newcomers are settling in Edmonton
- Determine the most pressing settlement concerns faced by newcomers in Edmonton
- Assess effectiveness of strategies used to engage newcomers in accessing services

# The Team

Well established  
connections in  
various ethno-  
cultural groups



# Strategy:





# Outreach Strategies:

## **Ethno-cultural events**

35 cultural organizations

Attended, planned or supported over 22 events within different communities

Created relationships of trust so that they reach out to us and utilize our services.



# Outreach Strategies:

## **Partnering with Organizations**

**Go where they gather already!**

- English as a Second Language Schools
- Mosques, Churches
- Recreation Centres
- Norquest, Metro School






## Outreach Strategies:

### **Outreach through Existing EMCN Programs**

Many people come to job fairs, the resource room or a community English class and do not know about the other programs or services.






## Outreach Strategies:


### **Home visits**

Over 50% of the intakes were done via home visits facilitated through our community connectors.






# Learnings

- Diversity of newcomer categories
  - Hesitance to share PR numbers
  - Evolving needs over first few years
  - Disillusionment
  - Settlement service hours
- 



## Research Findings

We reached **2202** newcomers through this project which exceeded our goal of 2000

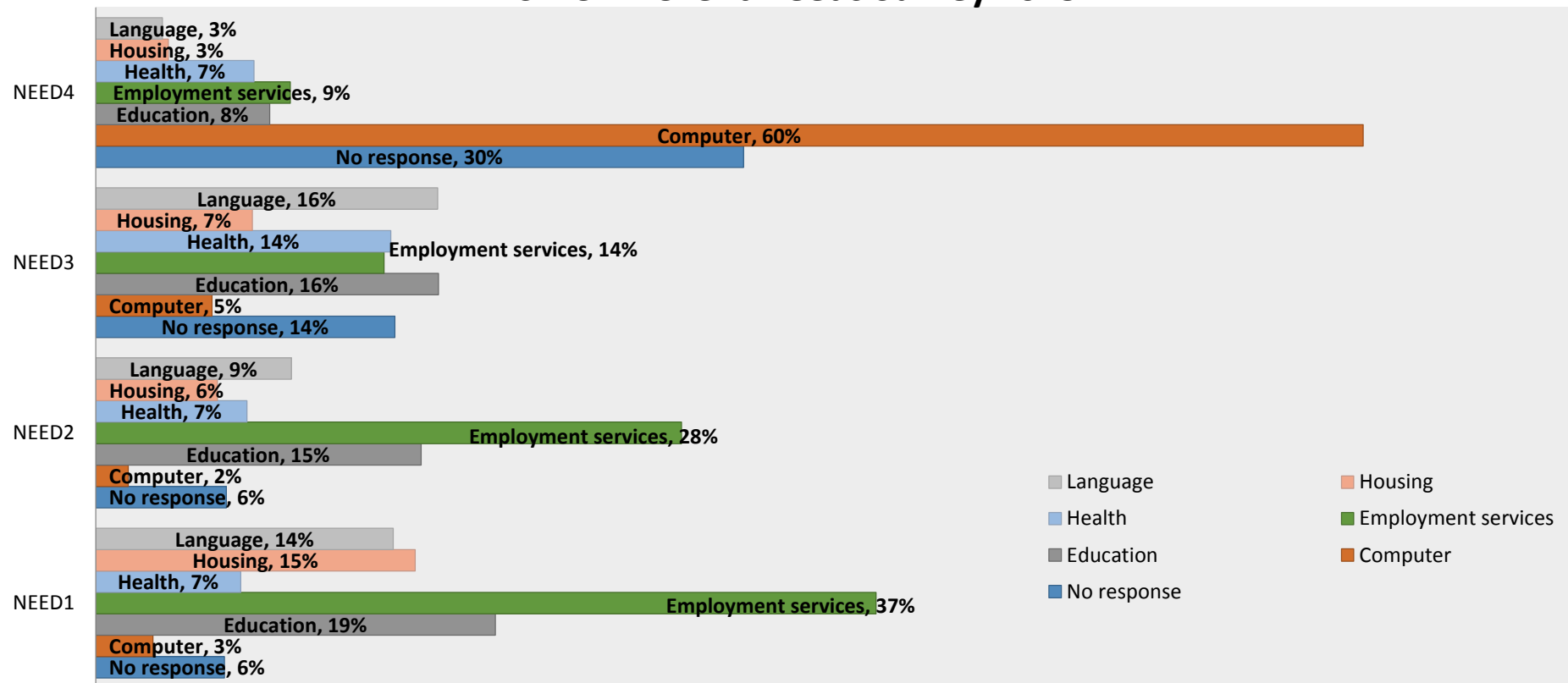


## What is the main reason you have not accessed settlement services?

	WCI	EMCN	ISP-CAN
No Response	321	700	1021
Church/Mosque/temple support	6	15	21
Did not know about any agency	145	323	468
Family, Friend's Support	162	365	527
Not required service at that point	16	35	51
Other	38	84	122

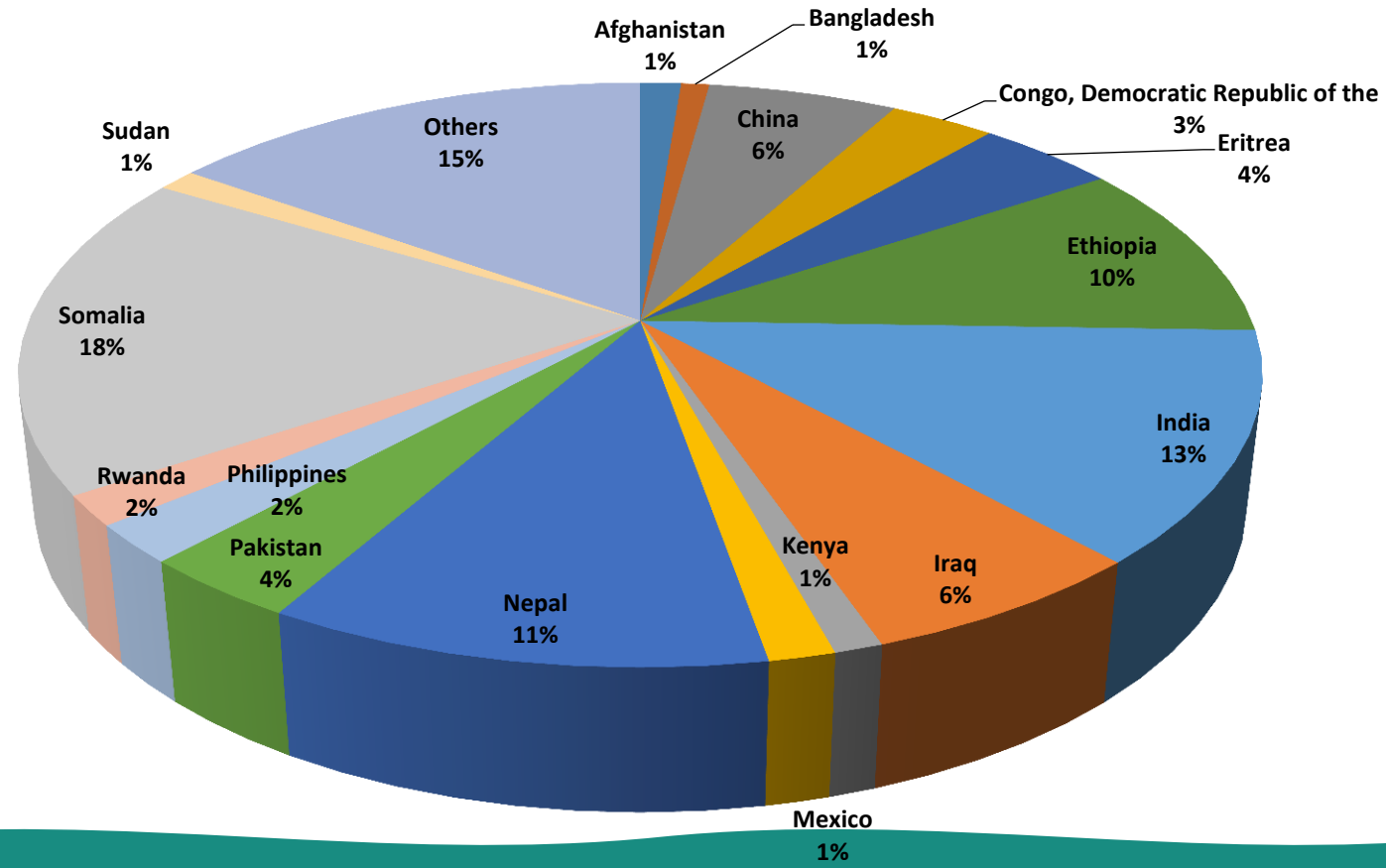
# Priority of Settlement Needs

ISP-CAN Client Needs Survey 2015



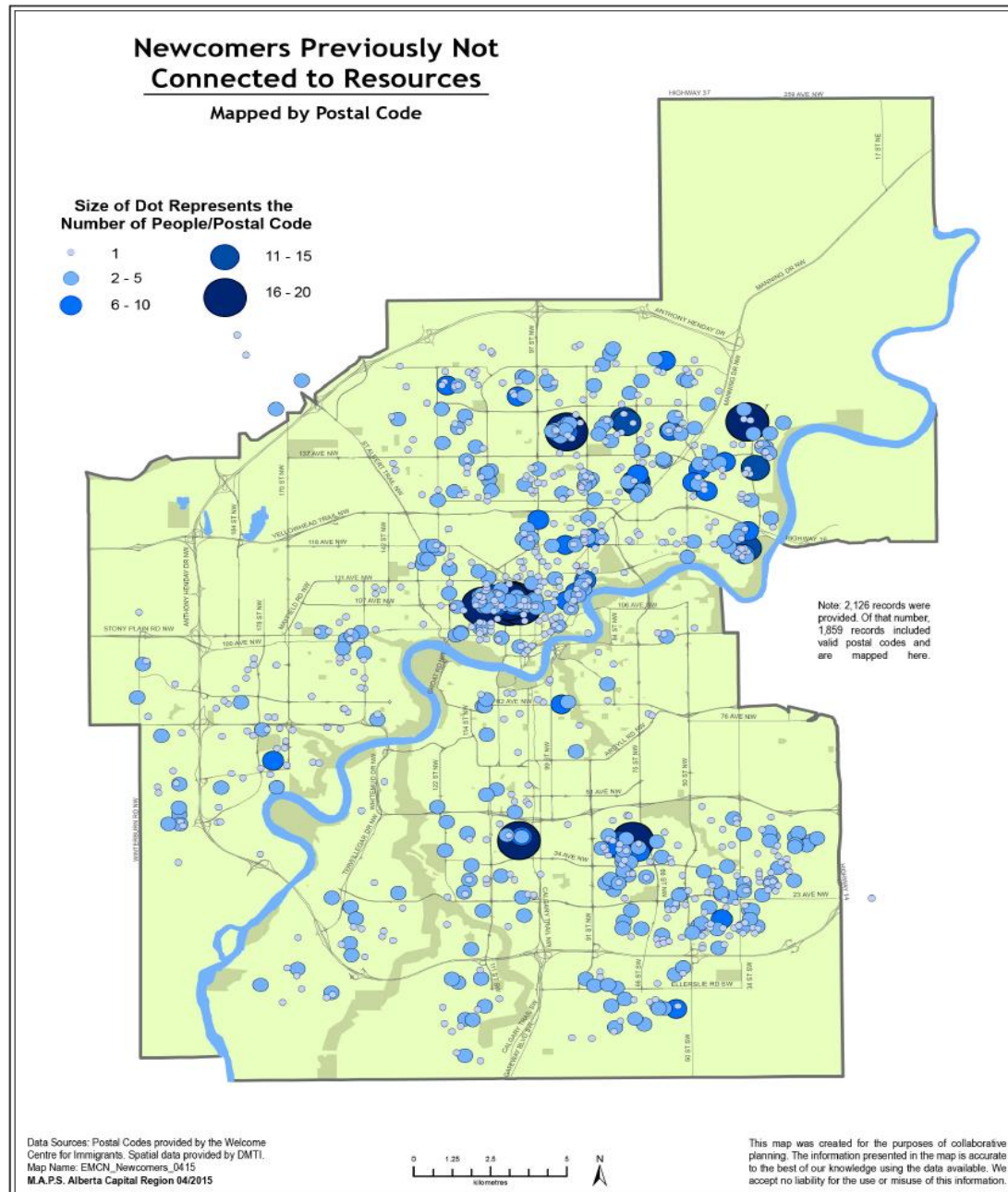
# Who we reached

## ISP CAN 2015



# Maps

Newcomers  
not connected  
to resources





# Maps

Newcomers not  
not connected to  
resources by  
country of origin

## Newcomers Previously Not Connected to Resources by Country of Origin

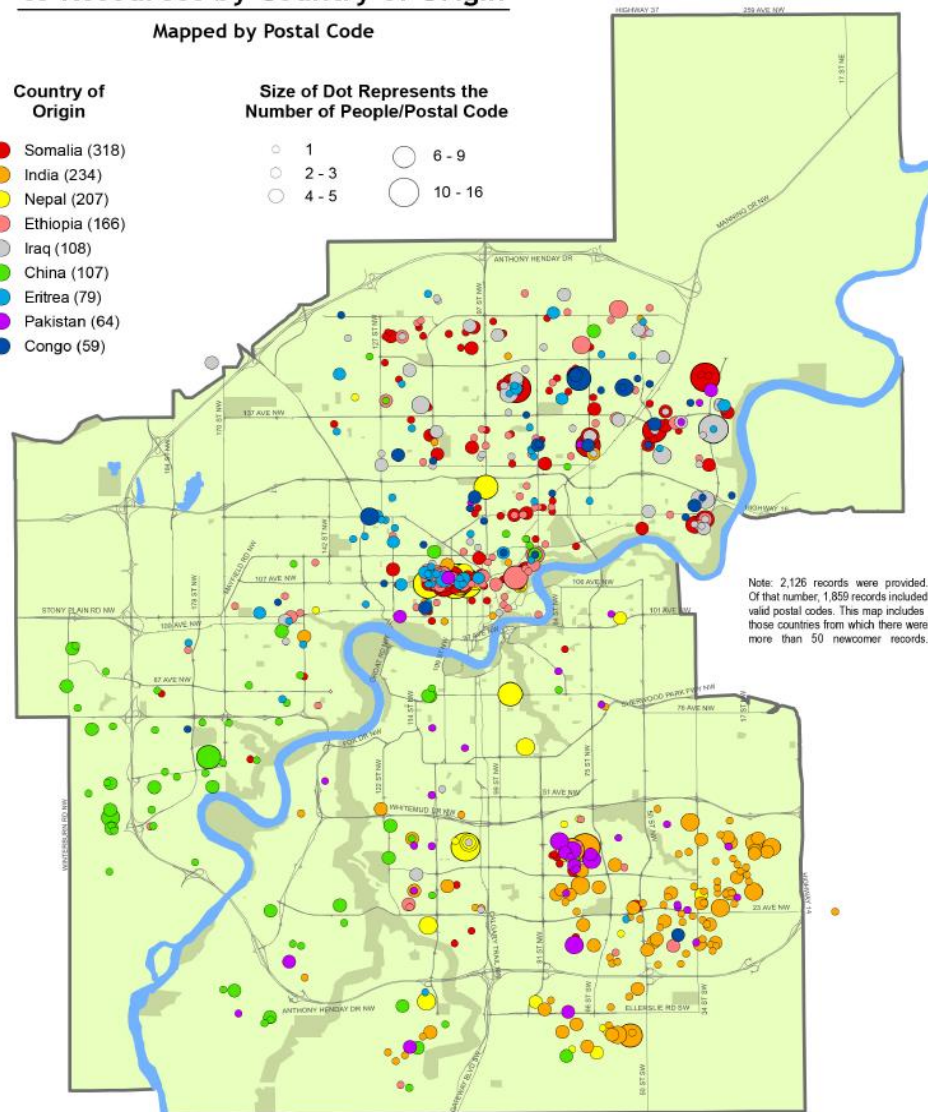
Mapped by Postal Code

### Country of Origin

- Somalia (318)
- India (234)
- Nepal (207)
- Ethiopia (166)
- Iraq (108)
- China (107)
- Eritrea (79)
- Pakistan (64)
- Congo (59)

### Size of Dot Represents the Number of People/Postal Code

- 1
- 2 - 3
- 4 - 5
- 6 - 9
- 10 - 16



Note: 2,126 records were provided. Of that number, 1,859 records included valid postal codes. This map includes those countries from which there were more than 50 newcomer records.

Data Sources: Postal Codes provided by the Welcome Centre for Immigrants. Spatial data provided by DMTI.  
Map Name: EMCN\_Country\_Of\_Origin\_0415  
M.A.P.S. Alberta Capital Region 04/2015



This map was created for the purposes of collaborative planning. The information presented in the map is accurate to the best of our knowledge using the data available. We accept no liability for the use or misuse of this information.

# Maps

## Somalia

### Newcomers Previously Not Connected to Resources by Country of Origin (Somalia)

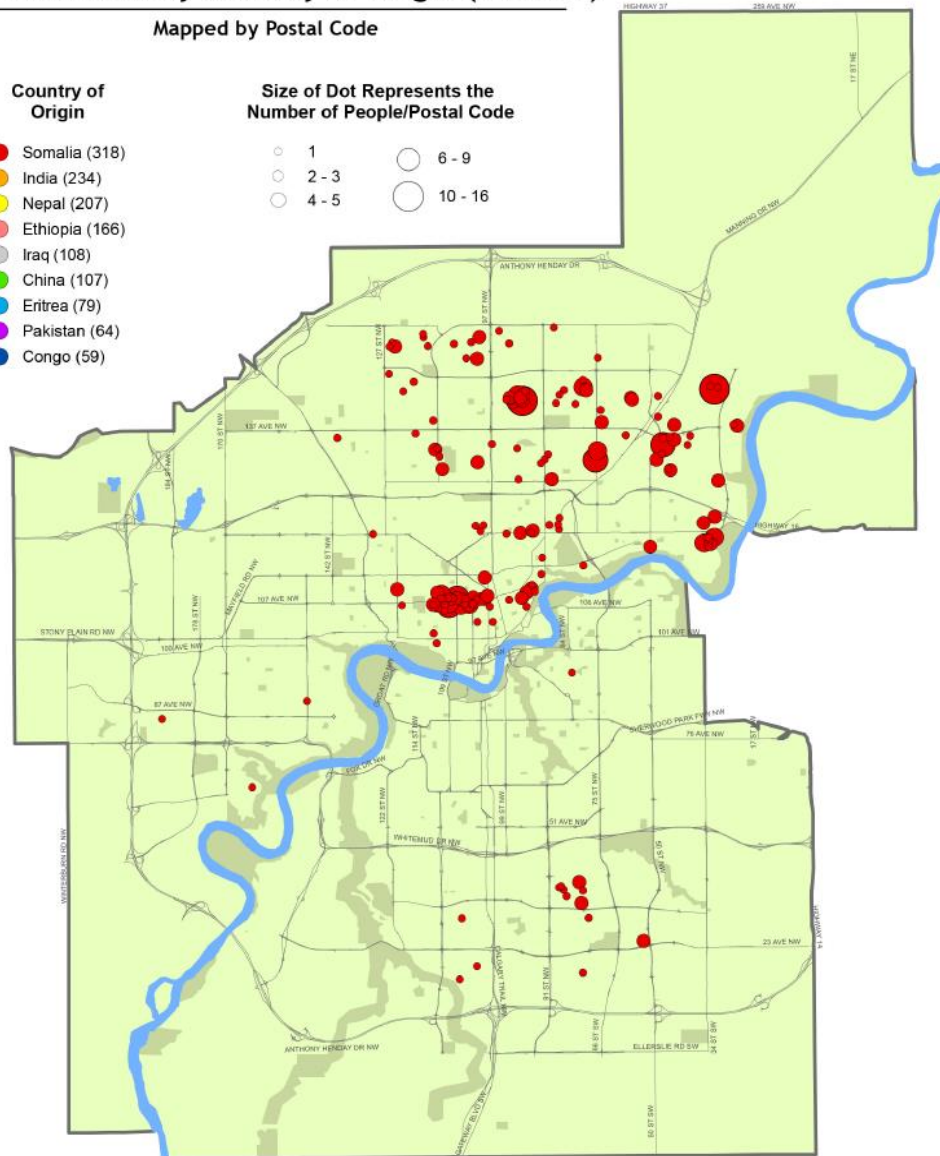
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# Maps

## India

### Newcomers Previously Not Connected to Resources by Country of Origin (India)

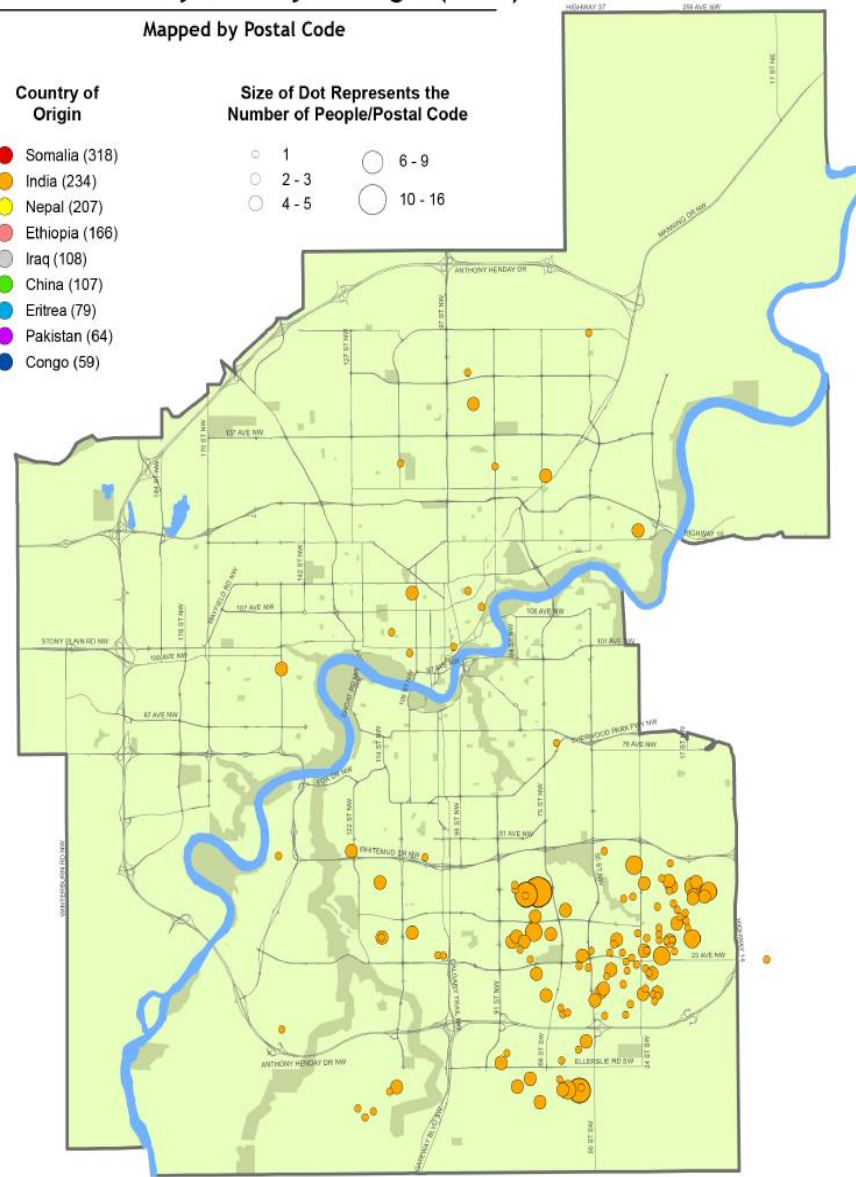
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# Maps

## Nepal

### Newcomers Previously Not Connected to Resources by Country of Origin (Nepal)

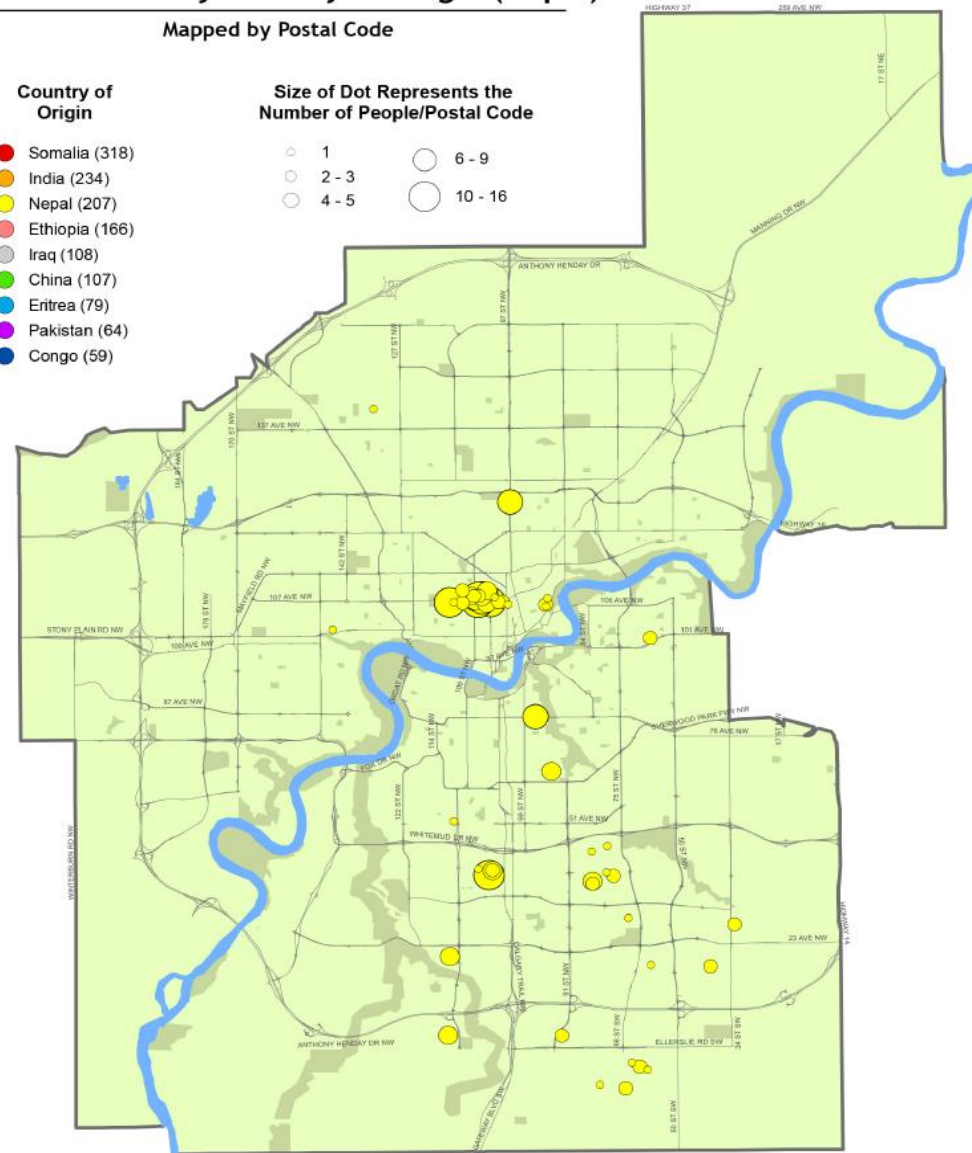
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Data Sources: Postal Codes provided by the Welcome Centre for Immigrants. Spatial data provided by DMITL.  
Map Name: EMCN\_Country\_Of\_Origin\_Nepal\_0415  
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# Maps

## Newcomers Previously Not Connected to Resources by Country of Origin (Iraq)

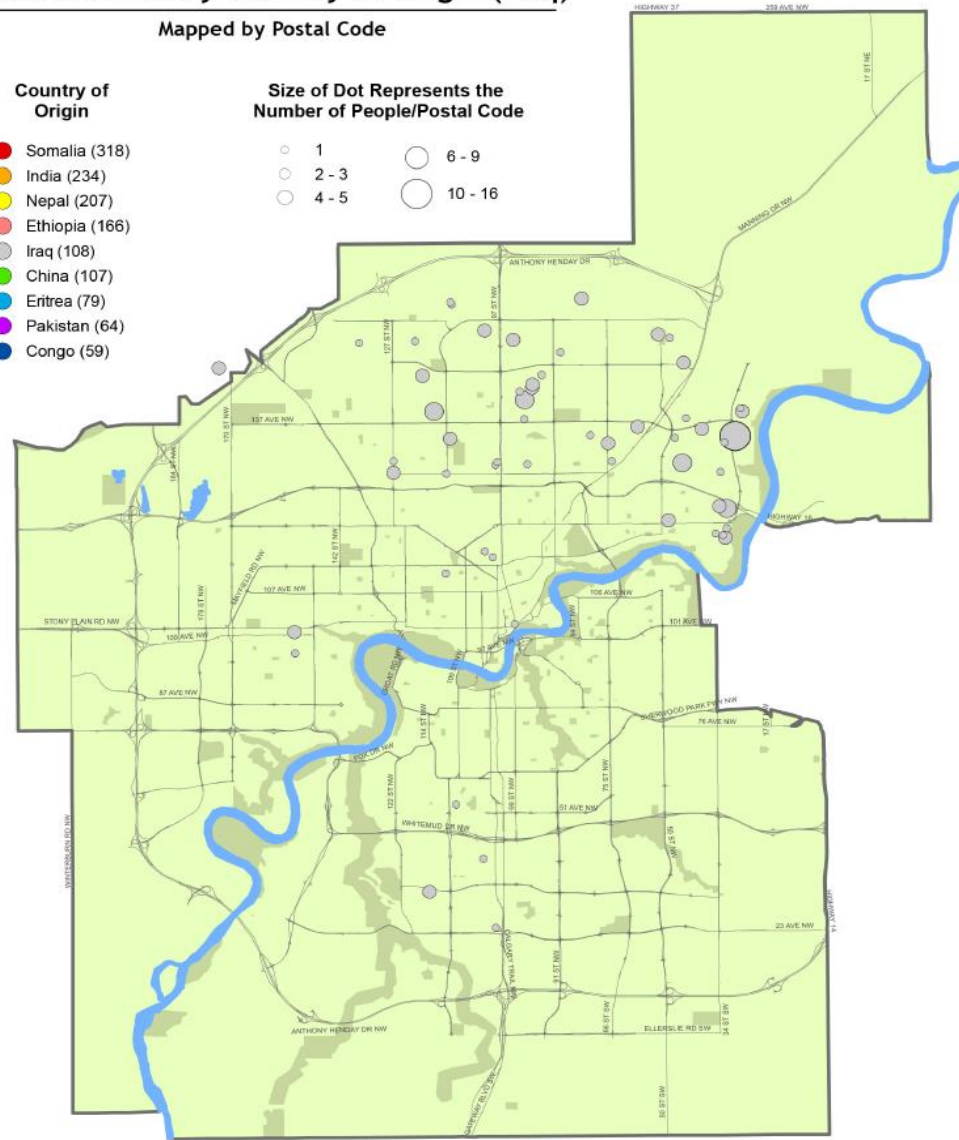
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Iraq



# Maps

# Newcomers Previously Not Connected to Resources by Country of Origin (China)

Mapped by Postal Code

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The map displays the Edmonton area with a grid of streets. A blue line represents the North Saskatchewan River. Green dots of various sizes are scattered across the map, indicating the concentration of newcomers from China by postal code. The size of each dot corresponds to the number of people, with a legend showing sizes for 1, 2-3, 4-5, 6-9, and 10-16 people. The map is titled 'Newcomers Previously Not Connected to Resources by Country of Origin (China)' and 'Mapped by Postal Code'. A legend on the left lists countries and their total counts: Somalia (318), India (234), Nepal (207), Ethiopia (166), Iraq (108), China (107), Eritrea (79), Pakistan (64), and Congo (59). A legend on the right explains the dot sizes. A scale bar and north arrow are at the bottom. A disclaimer at the bottom right states: 'This map was created for the purposes of collaborative planning. The information presented in the map is accurate to the best of our knowledge using the data available. We accept no liability for the use or misuse of this information.'

Data Sources: Postal Codes provided by the Welcome Centre for Immigrants. Spatial data provided by DMTI.  
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China

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# Maps

## Newcomers Previously Not Connected to Resources by Country of Origin (Congo)

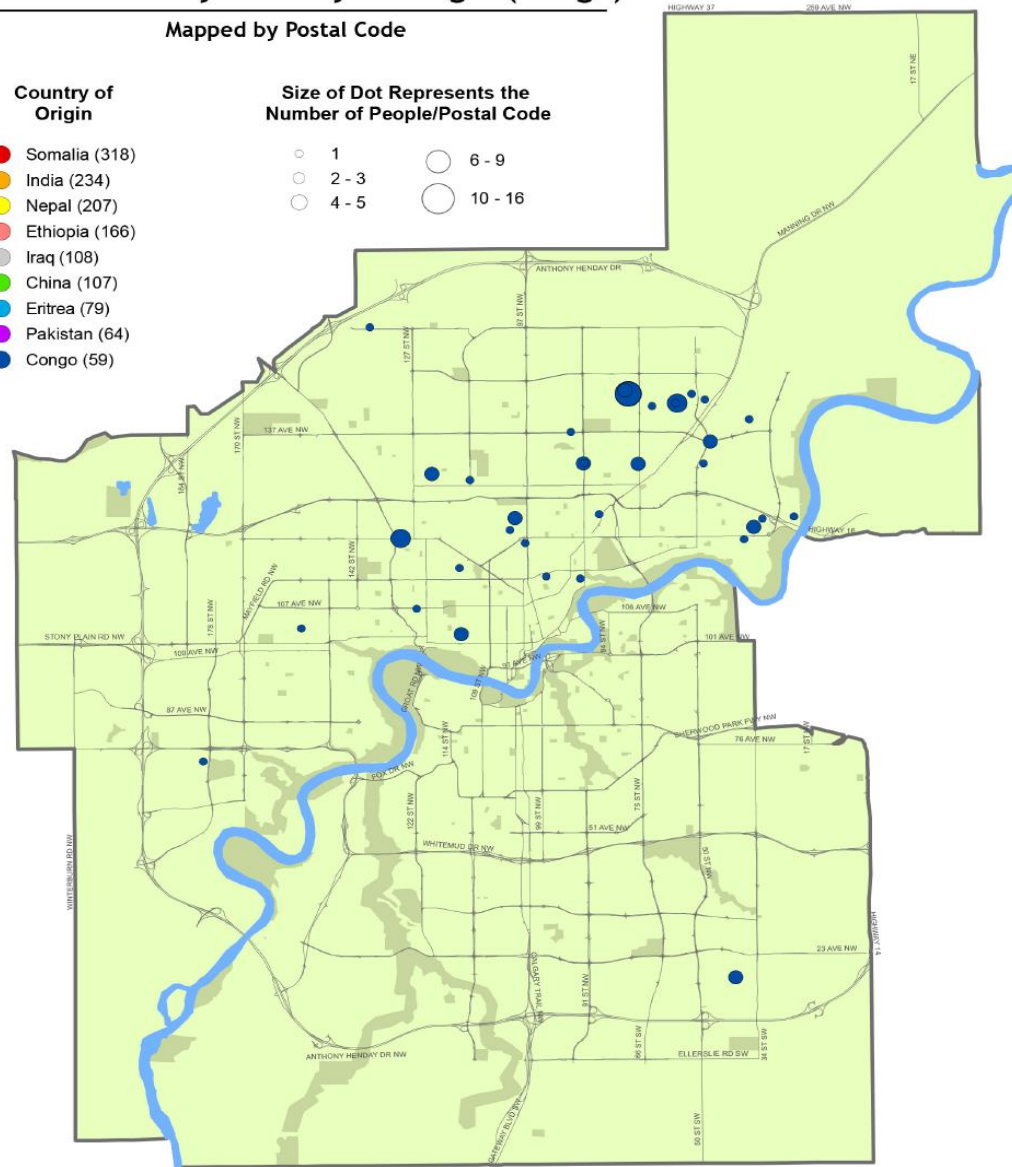
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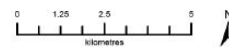
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Congo

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## Directions for action

- Timely Support
  - Hire from Cultural Communities
  - Go where they Gather
- 



# Build Lasting Relationships

- Educating and partnering with ethno-cultural groups so that they are able to refer community members to settlement services.
- Continue to work with these groups with the aim at building lasting associations to support their own off the radar settlement work as well as community programs that supports Newcomers.

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