



PEI WELCOMING COMMUNITIES PLANNING GUIDE

INTRODUCTION

Many PEI communities are currently experiencing aging and declining populations. To ensure communities stay vibrant and thrive in the future, communities should accept and embrace new residents. A Welcoming Community creates a sense of belonging for both new and existing residents and ensures that all individuals can participate in the community's economy, government, and social activities. Developing a Welcoming Plan will help promote your community as a welcoming place to live and foster economic, social and cultural growth.

This document provides simple and flexible guidelines, designed to assist you and your community in developing a Welcoming Plan that embodies the qualities of Inclusiveness, Integration, Accessible Information, Education, Creating Connections, Economic Opportunity, Welcoming Spaces, and Leadership. The descriptions and outcomes for these qualities are meant to be fluid, guiding principles, for plan development.

To assist your community in developing a Welcoming Plan, this document contains the following:

Criteria of a Welcoming Community – The essential attributes that allow a community to become more welcoming.

Phase 1: Plan Development Process – An easy to use guide for beginning the process of developing a Welcoming Plan.

Phase 2: Planning Actions – Actions that your community can pursue to create a more welcoming community.

Phase 3: Keep Track and Evaluate Success – Using the tools provided in this document, you will be able to create your own Welcoming Plan and track your success.

Resources– Examples of current welcoming initiatives in PEI and elsewhere, information on similar Welcoming Communities Programs, and links to additional toolkits, resources and information about potential funding opportunities.

The PEI Welcoming Communities Program Planning Guide can be utilized by municipal governments, community organizations, or a collection of like-minded individuals. The overall intent of this document is to enhance a community's already vibrant atmosphere and ensure the community is inclusive of all residents.

Instructions for Use

This guide has been designed to be easy to use and takes into account the varying resources available to communities throughout PEI. We encourage you to start with the plan development process before executing any of the suggested events in the Planning Activities section. Use the tools provided in Phases 1, 2, and 3, as a guide to developing a fluid plan that tracks your progress and holds you accountable.

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CRITERIA OF A WELCOMING COMMUNITY

The following criteria are overarching guiding principles that should be considered when developing your communities Welcoming Plan. These criteria and outcomes are meant to be fluid concepts, used for reference when developing your community's Welcoming Plan.

C1 – Inclusiveness

An inclusive community is including of all residents and treats them with fairness and equitability. Examples of outcomes expected to prove that this criterion has been met include:

- O1 - Residents speak up against incidents of discrimination
- O2 - Residents are inviting and welcoming of all community members
- O3 - The community is well equipped to welcome and interact with new residents
- O4 – Coordinated, appropriate and consistent initial welcoming efforts are extended to new residents through the community council, service providers or other organizations/agencies
- O5 - New residents and established community members are connected with each other and value the opportunity to learn from each other

C2 – Integration

Integration, in contrast to assimilation, is focused on assisting new members of a community, including immigrants, Indigenous groups, refugees, and people from other parts of the province or country, experience the unique identity of their new community. Examples of outcomes expected to prove that this criterion has been met include:

- O6 - Community events are assessed with a welcoming lens
- O7- New residents are provided with the necessary resources to integrate into their community
- O8 - New residents and established community members have a mutual understanding and respect for what values they each hold dear
- O9 - New residents and established community members celebrate their differences, share their culture, and community-based events support this

C3 – Accessible Information

Accessible information is easily understood, readily available, published through a variety of channels, and easy to find. A welcoming community makes efforts to inform all residents of services, events, programs, and policies. Examples of outcomes expected to prove that this criterion has been met include:

- O10 - Information is detailed and easy to find
- O11 - Information can be found online and in print
- O12 - Information on services, programs, and activities, is displayed or distributed to all residents along with any necessary information on getting involved
- O13 - Residents are informed of their communities' policies, services, programs, and activities
- O14 - New residents are informed of what is happening in their community and surrounding communities

C4 – Education and Understanding

Community leaders and members should be informed about the benefits of creating a welcoming, diverse, and inclusive community.

- O15 - Diversity and inclusion training is provided to community leaders and open to existing residents
- O16 - Information on the importance of immigration and diversity is made readily available

C5 – Creating Connections

All individuals residing in a community feel comfortable creating connections with each other, are assisted in finding a community of interest, and are invited into existing social circles.

- O17 - There is a presence of new residents at community events
- O18 - There is a presence of new residents in community groups
- O19 - New residents, if they wish, can assimilate into existing community social circles and are welcomed by established community members
- O20 - New residents are encouraged to get involved in local government, civil society, clubs, and associations
- O21 - New residents' perspective and contribution brought to civic or community activities are valued and celebrated

C6 – Economic Opportunity

Welcoming communities see the value in new residents and assist them and their families to find economic opportunities. The community strives for improved access for residents of all income levels and abilities to meet basic needs including transportation, health care, housing, and public education.

- O22 - Local residents are informed of their options for finding employment in PEI
- O23 - Local businesses recognize foreign credentials
- O24 - New residents are provided resources regarding opening a business in PEI
- O25 - The community recognizes the value of diversity in the workplace, of new residents' contribution to the region's growth and the resulting wider economic benefits

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- O26 - Mutually beneficial connections exist between new residents and established local business people

C7 – Welcoming Spaces

Community spaces, especially social spaces, are open, safe, and welcoming of all residents.

- O27 - There is a clear identification of a community welcoming space
- O28 - Invitations are consistently extended to new residents to join the community in the welcoming space
- O29 - Presence of new residents in community spaces
- O30 - Public spaces are culturally appropriate and reflect the diversity of the community

C8 – Leadership

Community leaders work together to make the community a more welcoming and inclusive community atmosphere. Community leadership should reflect the demographics of a community.

- O31 - There are clear roles and responsibilities among the actors in each community for the Welcoming Plan development and implementation
 - O32 – New residents have a prominent role in developing the Welcoming Plan
 - O33 - Leadership – official and unofficial – reflect diversity in the local community
 - O34 - Leaders – official and unofficial – model respect, inclusion, tolerance, and acceptance of all cultures in the community
 - O35 - Community council policies, services, programs, and activities recognize cultural diversity, and community councils take steps to recognize and correct any policy, service, program or activity that may be discriminatory or unwelcoming
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Step 5: Conduct a SWOT Analysis

The Working Committee should assess the strengths, weaknesses, opportunities, and threats of the community. While performing a SWOT analysis, working committee members should consider the current and future demographics of the community.

<p>STRENGTHS <i>Characteristics of the community that gives it an advantage over others. (e.g., strong volunteer base, active community centre)</i></p>	<p>WEAKNESSES <i>Characteristics of the community that place it at a disadvantage relative to others. (e.g., lack of welcoming spaces, limited financial resources)</i></p>
<p>OPPORTUNITIES <i>External elements that the community could use to its advantage. (e.g., partnerships with relevant organizations, existing natural or cultural attractions)</i></p>	<p>THREATS <i>External elements that could cause trouble for the community. (e.g., lack of recreational opportunities, aging population)</i></p>

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Step 6: Seek Support from Local Council (if necessary)

A Welcoming Communities Plan can be developed by a community organization or a group of volunteers, and it does not have to be an initiative of the local government. However, you are encouraged to present steps 1-5 to your local government and ask for an endorsement. If possible, local government should be represented on the Working Committee.

Step 7: Develop a Working Relationship with the Welcoming Communities Program Leadership

To ensure success, the community's Working Committee should establish a relationship with the PEI Welcoming Communities Program Leadership to receive assistance and guidance with plan development, activity execution, and access to funding sources.

Program Leadership:

Email Address:

Phone Number:

Step 8: Begin Planning Activities and Utilizing the Activity Planning Tool

The next section of this document contains suggested activities the Working Committee could pursue to create a more welcoming community. These activities have associated outcomes and are tied to the criteria of a welcoming community. The Working Committee is encouraged to utilize the Activity Planning Tool when creating and executing activities.

Step 9: Document the Process

Utilizing the tools and advice provided in this guide, the Working Committee should document all work performed in Phases 1, 2, and 3 of the Welcoming Communities Guide. Documenting your activities in a comprehensive document will assist with organizing thought processes, future planning, and monitoring success.

PHASE 2: ACTIONS AND COMPONENTS

You know the criteria, you have a vision, leadership, and the endorsement of your community, now it's time to get to work.

The following actions are suggested components a community can use to create a more welcoming atmosphere. The Working Committee can choose as few or as many of these components to work towards as it wishes. Look back at your SWOT analysis and the criteria (and outcomes) of a welcoming community while choosing which actions to work on first. Choose an action that highlights your communities' strengths or fixes a current community weakness. The choice is yours. If you need inspiration, check out the resources section of this document for activity ideas, links to other resources and information about potential funding opportunities.

These actions are numbered to ease organization but are presented in no particular order. Whichever actions you choose to pursue, make sure you set timelines and realistic goals, it helps with planning and accountability.

These actions are meant to guide you in creating a more welcoming community. Communities across PEI have different resources which mean larger communities can create larger-scale initiatives compared to smaller communities. Don't let that stop you. You are the experts on your community!

If you have ideas not contained in this list of actions, you are encouraged to pursue those ideas. Try to tie those actions to the program criteria and outcomes.

Keep activities **SMART**. Specific, Measurable, Agreed upon, Realistic, and Time-based.

Action #1: Inventory and Assessment of Current Policies, Services, Programs, and Activities

Relevant Criteria: Accessible Information, Inclusiveness

All community policies, services, programs, and activities, whether administered through the Community or other groups, should be inventoried and made available to residents. Once policies, services, programs, and activities are inventoried, they should be assessed with a welcoming lens to ensure they are accessible and promote a welcoming and inclusive environment.

Possible Outcomes from this Action

- O10 - Information is detailed and easy to find
- O12 - Information on services, programs, and activities, is displayed or distributed to all residents along with any necessary information on getting involved
- O13 - Residents are informed of their communities' policies, services, programs, and activities
- O35 - Community council policies, services, programs, and activities recognize cultural diversity, and community councils take steps to recognize and correct any policy, service, program or activity that may be discriminatory or unwelcoming

Action #2: Targeted Events

Relevant Criteria: Inclusiveness, Integration, Welcoming Spaces, Creating Connections

Design an event aimed at new residents in the community. Events could embrace the diverse nature of new residents or showcase the community's spirit.

Examples: Charlottetown's DiverseCity Multicultural Festival, Bienvenue/Welcome Évangéline, PEIANC's Friday Friendship Hour, Hosting a Potluck.

For more information on these events and others, check out the Resources section on page 16!

Possible Outcomes from this Action

- O5 - New residents and established community members are connected and value the opportunity to learn from each other
- O9 - New residents and established community members celebrate their differences, share their culture, and community-based events support this
- O29 - Presence of new residents in community spaces

Action #3: Enhance Existing Events

Relevant Criteria: Inclusiveness, Integration, Accessible Information, Creating Connections

Many communities already host a variety of events and activities throughout the year. Existing events should be evaluated with a welcoming lens, and an effort is made to include new residents and existing residents that have not participated in the past.

Possible Outcomes from this Action

- O17 - There is a presence of new residents at community events
- O19 - New residents, if they wish, can assimilate into existing community social circles and are welcomed by established community members
- O28 - Invitations are consistently extended to new residents to join the community in the welcoming space

Action #4: Bring your Message to the Community

Relevant Criteria: Leadership, Accessible Information, Education and Understanding

Becoming a more welcoming community requires residents buying into the concept and taking part in initiatives. The Welcoming Committee should use both traditional and innovative methods to bring their message to all residents.

Possible Outcomes from this Action

- O4 – Coordinated, appropriate and consistent initial welcoming efforts are extended to new residents through the community council, service providers or other organizations/agencies
- O6 - Community events are assessed with a welcoming lens
- O14- New residents are informed of what is happening in their community and surrounding communities

Action #5: Encourage Others to Become Involved

Relevant Criteria: Leadership, Education and Understanding, Inclusiveness

Where possible, both new and existing residents should be encouraged to ask themselves how they can become involved in the Welcoming Communities process.

Possible Outcomes from this Action

- O20 - New residents are encouraged to get involved in local government, civil society, clubs, and associations
- O21 - New residents' perspective and contribution brought to civic or community activities are valued and celebrated
- O31 - There are clear roles and responsibilities among the actors in each community for the Welcoming Plan development and implementation

Action #6: Create a Community Ambassador Program

Relevant Criteria: Inclusiveness, Integration, Leadership, Accessible Information, Creating Connections

Community Ambassadors are a great way to assist new residents with integration. Community Ambassadors are individuals, usually volunteers, who act as representatives for the community or region and offer support to new residents who are trying to settle in their community. Community Ambassadors can offer support through a variety of means such as inviting new residents to events, answering questions new residents have on services or on the community, informing new residents of events and activities they might be interested in, facilitating discussions with new and existing residents on why being welcoming is important, and distribution of welcome packages/baskets.

Possible Outcomes from this Action

- O3 - The community is well equipped to welcome and interact with newcomers
- O7 - New residents are provided with the necessary resources to integrate into their community
- O12 - Information on services, programs, and activities, is displayed or distributed to all residents along with any necessary information on getting involved
- O17 - There is a presence of new residents at community events

Action #7: New Resident Orientations

Relevant Criteria: Integration, Accessible Information, Education and Understanding, Creating Connections

Getting settled is a process that can often seem overwhelming. Offering orientation for new residents, introducing them to the Island way of life or your community's way of life, can go a long way.

Examples: Create welcome baskets, hold a monthly orientation session for new residents

Possible Outcomes from this Action

- O14 - New residents are informed of what is happening in their community and surrounding communities
- O20 - New residents are encouraged to get involved in local government, civil society, clubs, and associations
- O29 - Presence of new residents in community spaces

Action #8: Removing Barriers

Relevant Criteria: All Criteria

Speak with new residents and ask what barriers they face in the community. Evaluate those barriers and look for ways to diminish them.

Possible Outcomes from this Action

- O35 - Community council policies, services, programs, and activities recognize cultural diversity, and community councils take steps to recognize and correct any policy, service, program or activity that may be discriminatory or unwelcoming
- O34 - Leaders – official and unofficial – model respect, inclusion, tolerance, and acceptance of all cultures in the community

Action #9: Transportation Assistance

Relevant Criteria: Integration, Accessible Information, Economic Opportunity,

Some new residents are impacted by the lack of public transportation in many areas of PEI. Look for ways to help new residents navigate existing public transportation systems or provide other solutions such as carpooling.

Possible Outcomes from this Action

- O11 - Information can be found online and in print

Action #10: Encourage Civic and Community Participation

Relevant Criteria:

Some individuals wish to become involved in their community but are not sure how. Invite new residents to become involved in civic and community life through sitting on boards or joining community organizations.

Possible Outcomes from this Action

- O21 - New residents' perspective and contribution brought to civic or community activities are valued and celebrated
- O25 - The community recognizes the value of diversity in the workplace, of new residents' contribution to the region's growth and the resulting wider economic benefits

Action #11: Creating Partnerships

Relevant Criteria: All Criteria

Many useful partnerships can be created on your journey to becoming more welcoming. The PEI Newcomers Association, various schools, local organizations, various government departments, and other communities may be able to help you accomplish your goals. Reach out and inform others of the work you are doing and ask if there are ways to form effective partnerships!

Possible Outcomes from this Action

- O5 - Community members and new residents are connected and value the opportunity to learn from each other
- O26 - Mutually beneficial connections exist between new residents and established local business people
- O31 - There are clear roles and responsibilities among the actors in each community for the Welcoming Plan development and implementation

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- Working relationships are developed with potential partners

Action #12: Offer Diversity and Inclusion Training

Relevant Criteria: Inclusiveness, Education and Understanding, Leadership

Many individuals are unaware of the value in a diverse and inclusive community. The PEI Newcomers Association offers Cultural Inclusion Training that your community can access by contacting:

PEIANC Cultural Inclusion Coordinator:	Lisa Dollar
Email Address:	lisa@peianc.com
Phone Number:	(902)-628-6009 ext. 208

Possible Outcomes from this Action

- O15 - Diversity and inclusion training is provided to community leaders and open to existing residents

Action #13: Create Welcoming Spaces

Relevant Criteria: Welcoming Spaces, Creating Connections

Assess locations in your community that are formal or informal gathering spaces. Are those spaces welcoming of all residents? Do new community members know where these spaces are? Try to enhance these spaces and ensure that all are welcome.

Possible Outcomes from this Action

- O27 - There is a clear identification of a community welcoming space
- O28 - Invitations are consistently extended to new residents to join the community in the welcoming space
- O29 - Presence of new residents in community spaces
- O30 - Public spaces are culturally appropriate and reflect the diversity of the community

Action #14: Involvement of the Local Business Community

Relevant Criteria: Integration, Creating Connections, Economic Opportunity

Inform the local business community of the Welcoming Community Plan and encourage them to become involved.

Possible Outcomes from this Action

- O22 - New residents are informed of their options for finding employment in PEI
- O23 - Local businesses recognize foreign credentials
- O24 - New residents are provided resources regarding opening a business in PEI
- O26 - Mutually beneficial connections exist between new residents and established local business people

Develop Your Own Actions

Using this guide in combination with knowledge of your communities' resources and strengths and develop Action items on your own. Be sure to tie all Action items to the Criteria and Outcomes that you believe are relevant.

ACTION PLANNING TOOL

The Action Planning Tool is meant to assist the Working Committee with planning and evaluating your Action items included in your Welcoming Plan. This tool should help your actions stay **SMART**: Specific, Measurable, Agreed upon, Realistic, and Time-based.

ACTION: _____

DESCRIPTION:

RELEVANT CRITERIA (C1 – C8): _____

POSSIBLE OUTCOMES FROM THIS ACTION (O1 – O35)

1. _____
2. _____
3. _____

BUDGET: _____

POTENTIAL PARTNERS: _____

TIMELINE: _____

PLANNING STEPS: *What needs to happen to transition this Action item from an idea to reality?*

1. _____
2. _____
3. _____
4. _____
5. _____

SUCSESSES OR CHALLENGES: *After you have implemented your Action item return here and record your success stories, challenges faced and lessons learned.*

PHASE 3: KEEP TRACK AND EVALUATE SUCCESS

The Working Committee is encouraged to use the tools provided in this document as guides for creating their plan. Keep things simple and make sure you keep track of the work you've done!

Documenting your Actions will assist you in future planning, implementation, and monitoring success.

We encourage you to create a document that can be shared with the PEIWCP Program Leadership for feedback, assistance, and recognition of your achievement.

Utilize Phase 1: Plan Development Process as an introduction to your plan and use the Phase 2: Action Planning Tool to chart your progress towards turning your ideas to create a more welcoming environment into reality.

Your Welcoming Plan is meant to be a simple, free-flowing, and constantly evolving document, that helps you stay organized, monitor success, and record lessons learned.

You can enhance your plan by also discussing, tracking, and capturing the following items in writing:

- **Success Stories and Testimonials**
 - **Challenges**
 - **Lessons Learned**
 - **Key Partners**
 - **Outcomes Achieved**
 - **Successful Events**
 - **Training Provided**
 - **Changes in the Community**
 - **Atmosphere**
-

RESOURCES

Activities and initiatives to help your community become more welcoming can take many shapes. Many community groups and community councils are already taking great strides to help make their communities a welcoming and inclusive environment. *Get inspired by reading about other successful welcoming initiatives and activities that are going on!*

Welcoming Activities and Initiatives in Prince Edward Island

Bienvenue/WelcomÉ Évangéline

In collaboration with several Acadian community groups, the Conseil scolaire-communautaire Évangéline (CSCE) launched this initiative to welcome people who are new to the Évangéline area. New residents will receive a visit from two project representatives and receive a bilingual booklet with listings for businesses, and public or community services. New residents also receive a bag from the Wellington Rural Action Centre with a few small gifts and information packages. Other partners of this project are RDÉE Prince Edward Island, the Acadian and Francophone Chamber of Commerce of P.E.I. and the Coopérative d'intégration francophone de l'Î.-P.-É.

DiverseCity

DiverseCity is a multi-cultural inclusion event hosted by the PEI Association for Newcomers to Canada. In 2017 and 2018, this event was hosted in three locations (Charlottetown, Montague and Alberton) across PEI. The festival brings thousands of newcomers, tourists and established residents together to celebrate culture and diversity. The event draws cultural communities from over 49 countries, food vendors, volunteers, mainstage performers, information booths, artisans, and ethnocultural displays and demonstrations.

Friendship Hour (PEIANC)

The PEIANC hosts a social activity, Friday Friendship Hour, for new and established PEI residents to chat with each other, develop a community network and share coffee, tea and time. This event is held most Fridays throughout the year in Charlottetown and is well attended.

Filipino Family Day

Sangdigang Pinoy Inc. is a membership organization for the social welfare, civil improvement, pleasure, sport, and recreation, whose name means "Strong Support for Filipinos, in PEI." This organization hosted a Filipino Family Day in August 2018, to bring together the Filipino community in PEI and others who were interested in learning about the culture.

WHAT CAN YOU DO?

WELCOMING ACTIVITIES IDEAS

- Welcome Baskets
- Community Potluck
- Welcome Wagon
- Friday Friendship Hour
- Family Day
- Women's or Men's Group
- Networking and Business Mixers
- Welcome Neighbour Events
- Sporting Clubs and Events
- Rethink Existing Activities With a Welcoming Lens
- Develop a Diversity Policy Within your Local Council
- Cultural Inclusion Training
- Presentations and Seminars
- Appoint a Welcoming Ambassador for your community

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PEIANC Women's and Men's Group

The PEIANC Women's Group provides immigrant women an opportunity to learn about Canadian culture, practice language skills and socialize. The event is hosted by PEIANC women staff and volunteers and happens one to five times per month (more in winter months). The Women's Group participates in activities like potluck meals, gardening, discussion groups, cooking, and seasonal celebrations. There is also a PEIANC Men's Group with the same purpose, which hosts events about four times a year.

Welcome Neighbour Event (Lower Montague Women's Institute)

This event was held in August 2018, like an open house at Lower Montague Community Council Building to view recent renovations and work on a new community park. Face painting, children's games, food, and refreshments. All seasonal and year-round residents were invited to attend and bring neighbours for a meet and greet. This event was approved under the Dept. of Rural and Regional Development Inclusive Communities Grant.

Charlottetown Skating Club

The Charlottetown Skating Club held registration at a local Asian market and saw a significant increase in the number of newcomers registering. CBC reported that registration numbers for the Club had been low eight or nine years ago, due in part to other sporting options in the community and the rising costs of rink time and registration fees. In 2015 the Club was revived by an influx of newcomers to PEI. This success story was picked up by Immigration Canada and is now highlighted in a promotional video for Immigration.

Charlottetown, PEI

As the capital of Prince Edward Island, the City of Charlottetown sees the arrival of many newcomers and new residents continually. The City has developed several resources and supports to welcome and include newcomers, including but not limited to:

- ✓ **Newcomer Orientation:** this event provides information to newcomers about programs and services offered by the City. Several City of Charlottetown departments participate in this event.
- ✓ **Charlottetown International Ambassadors:** these Ambassadors are from all over the world and assist the City with welcoming events.
- ✓ **Newcomers Welcome Guide:** this guide is translated into five languages and includes information on PEI's geography, government, culture, services, and institutions.

Kensington, PEI

The Kensington Senior Surfers, in collaboration with a PEIANC Cultural Inclusion Trainer, received funding from New Horizons for Seniors Program for a project that included a presentation on cultural diversity and inclusion; a speakers series with speakers from Iran, Palestine, Kuwait, China, Nepal, and India; a presentations by the Senior Surfers to elementary schools on what they learned

GET INSPIRED!

2 Degrees Portland is a network of people in Portland, Maine USA, who work together to sustain and grow the city's economy by welcoming "creators, innovators, entrepreneurs, and thinkers" to the area. It is described as a "21st century welcome wagon". The program works to connect established residents with new individuals, families or businesses to Portland. 2 Degrees Portland holds informal gatherings every other month to bring together the community and allow diverse networking to take place. The program has a short form for "connectors" or "new residents" to fill out, to facilitate the "connecting" aspect of the program. Individuals who live and work in Portland become "connectors" and are connected with individuals who are new to the area.

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in the speaker series; and an open house presenting all the information learned throughout the project on “Understanding Newcomers”.

North Rustico, PEI

North Rustico’s website provides links to third party websites for Waste Watch, and provides a brief list of other services offered in the area. The community volunteers also organize “Welcome Baskets” that are delivered to new residents and include an information sheet about the area’s programs and services.

O’Leary, PEI

The Town of O’Leary’s website welcomes new residents on the home page with a “Are you new to the O’Leary Area” text box. This page provides a personal welcome and invites new residents to submit their name and address so that a welcome basket can be delivered. The town’s website also features a calendar of events; a business directory; Town Hall information; community council meeting minutes and by-laws; O’Leary’s official municipal plan; and planning/building permit information.

Other initiatives happening in the area include a “Meet Your Neighbour” event at the library where new residents shared their experience arriving and settling; church events; and a curling event where all new and existing residents were invited to learn to curl. This curling event had a turn out of over 30 people and is being held weekly for ten weeks.

Souris, PEI

Souris’ website has a video promoting the Town of Souris to newcomers, promoting its tranquility, hospitality, beaches, industry (food, fishing, agriculture, processing), and services such as K-12 school and dental clinic. The video encourages newcomers to come and talk to town officials about visiting and staying in the Souris area. The website also provides links to PEIANC, CIF, Rural Action Centre, Innovation PEI, Invest PEI, Finance PEI, Launch Pad PEI, ACOA, Biz Pal PEI, Eastern PEI Chamber of Commerce, and the PEI Connector Program. The website also has a business directory with an invitation for people to submit new businesses. A “New Resident Handbook” for Souris is also available by request.

There is also a community volunteer in the area that delivers “Welcome Baskets” to new residents that include local products and information about the community. This initiative has gained some notoriety and has been quite successful.

St. Peter’s Bay, PEI

St. Peter’s Bay has had success integrating new residents and has worked hard to promote the local business community. Past events have included a business mixer and newcomer potluck; both hosted at the Circle Club. The business mixer provided local businesses and organizations an opportunity to set up a table (for \$15) and share their business with the public. The newcomer potluck was a social event with food and music. Both events were well attended and considered a success.

Tignish, PEI

The Town of Tignish has a population of approximately 700 people and is home to a fish plant that is a major employer. The fish plant employs many temporary foreign workers who have made Tignish their home. The majority of these workers have immigrated from the Philippines. The fish plant has worked hard to serve its employees and has taken steps to accommodate its employees (such as flexible work schedules). There is a health centre in Tignish with nutrition, medical and dental professionals. The Town’s website has information about fire, police, garbage collection and library services. The library has a French language selection, three computer terminals, and printing capabilities.

Wellington, PEI

The Community of Wellington is a bilingual community located in the centre of the Evangeline area. The community serves the surrounding area as a regional hub for commerce and services and is home to several businesses and establishments. The Evangeline area has been selected to participate in Communautés accueillantes francophones, a pilot project for Francophone welcome communities (see detailed information on this program in Section 3.4 Existing Designation Programs).

The community also participates in the Bienvenue/Welcome Évangéline welcoming strategy (described below) to meet with newcomers in the area, advise new residents about what is happening and where they can find information.

PROMOTE DIVERSITY AND INCLUSION

In 2007, the **Town of Stratford (Prince Edward Island)** joined the Canadian Coalition of Municipalities Against Racism and Discrimination (CCMARD). In joining CCMARD, Stratford committed to developing an action plan to eliminate racism and discrimination, to setting priorities, actions and timelines, and to allocate resources to carry out the plan. Stratford also committed to exchanging its expertise and sharing best practices with other municipalities involved in the Coalition and to report publicly on an annual basis on actions undertaken toward the realization of these common commitments. At that time, Council was also considering the importance of creating a more welcoming, diverse community to recognize the importance of immigration to the Island community because of shifting demographics and considering how to enhance the cultural component of their sustainability vision.

To accomplish these goals, the Town created a Diversity and Inclusion Sub-committee and a Diversity and Inclusion Plan in 2009. The Town has stayed committed to its goals and in 2018 they reviewed and updated the Diversity and Inclusion Plan to reflect updates in the field.

Stratford hosts a number of events and activities aimed at becoming more welcoming and making Stratford a more diverse and inclusive Town. Some of these events and activities are the annual Welcome to Stratford event for all new residents, assessing buildings and parks to make sure they are barrier free, an annual Day for Elimination of Racial Discrimination in March, and offering small events year-round such as food tastings. Stratford also assesses all town offerings with an inclusive lens to ensure the Town stays committed to its vision.

USEFUL TOOLKITS

- A. **Community Immigrant Retention in Rural Ontario (CIRRO) Guidebook by the Ministry of Agriculture, Food and Rural Affairs Ontario:** <https://www.ontario.ca/page/community-immigrant-retention-rural-ontario-program>
- ✓ Information about the benefits of attracting newcomers, descriptions of “welcoming communities”, strategies to attract newcomers, best practices to attract and retain newcomers, guides for planning and guides for measuring success.
- B. **Creating Inclusive and Equitable Communities by the International Coalition of Inclusive and Sustainable Cities:** <http://www.unesco.org/new/en/social-and-human-sciences/themes/fight-against-discrimination/coalition-of-cities/>
- ✓ Information regarding social inclusion in cities and recommendations for municipal governments.
- C. **A Model for Integrating and Retaining Newcomers: A collection of recommendations from the Internationally Educated Health Professional (IEHP) Initiative in PEI by PEI Immigration Partnership:** http://www.gov.pe.ca/photos/original/settlement_eng.pdf
- ✓ Information about promoting integration in the community, workplace, schools and language services.
- D. **Attracting and Retaining Immigrants. A Tool Box of Ideas for Smaller Centres by the National Working Group on Small Centre Strategies (Funded by the Government of Canada):** https://novascotiainmigration.com/wp-content/uploads/EN_Toolbox.pdf
- ✓ Information about creating a welcoming community and factors required to do so.
- E. **Welcoming and Inclusive Communities Toolkit by the Multicultural Council of Saskatchewan:** <http://mcos.ca/welcoming-and-inclusive-communities-toolkit/>
- ✓ A concise guide to help communities understand what a “welcoming and inclusive” community is and promote or build on current welcoming efforts.
- F. **Inclusive Workplace Competencies by the Toronto Region Immigrant Employment Council:** <https://triec.ca/competencies/>
- ✓ A tool for organizations to build customized competencies for inclusive workspaces and define the knowledge, skills, and behaviour needed to build an inclusive workplace.
- G. **17 Characteristics of a Welcoming Community:** <http://p2pcanada.ca/wp-content/uploads/2011/09/Characteristics-of-a-Welcoming-Community-11.pdf>
- ✓ A comprehensive document defining what a welcoming community looks like and a discussion of the “17 Characteristics of a Welcoming Community”.
- H. **Advancing Equity and Inclusion: A Guide for Municipalities by City for All Women Initiative:** http://www.cawi-ivtf.org/sites/default/files/publications/advancing-equity-inclusion-web_0.pdf
- ✓ A guide for municipalities that includes information about preparing for change, engaging communities, building a welcoming workplace and delivering inclusive services.

PEI WELCOMING COMMUNITIES PROGRAM PLANNING GUIDE

ADDITIONAL RESOURCES & FUNDING OPPORTUNITIES

A. PEI Immigration Partnership Website: <http://peipip.ca/welcoming-communities/>

- ✓ Links to several tools, publications, documents and resources on Welcoming Communities and Welcoming Workplaces

B. Welcoming Economies Global Network: <https://www.weglobalnetwork.org/>

- ✓ A regional network of immigrant economic development organizations working in cities in the US (Midwest)
- ✓ Information and research on why immigrants matter

C. Federation of Canadian Municipalities: <https://fcm.ca/en/programs>

- ✓ Various programs, information and funding support for Canadian municipalities

D. Canadian Centre for Diversity and Inclusion: <http://rethinkcanada.com/work/ccdi/>

- ✓ A national charitable organization working to promote inclusive environments, free of discrimination and prejudice and to generate awareness and action to recognize diversity as an asset rather than an obstacle

E. Public Policy Forum – Immigration and Atlantic Revitalization:

<https://ppforum.ca/project/immigration-atlantic-revitalization/>

- ✓ Platform to examine issues and offer new perspectives in the policy-making process in Canada

F. Welcoming Communities New Zealand: <https://www.immigration.govt.nz/about-us/what-we-do/welcoming-communities>

- ✓ New Zealand Immigration and other partners launched a pilot Welcoming Communities project and have developed a Welcoming Standard and a guide for New Zealand community councils to develop Welcome Plans entitled “Putting Out the Welcome Mat”

G. The Welcoming Standard – Certified Welcoming (Welcoming America):

<https://www.welcomingamerica.org/learn/resources>

- ✓ Welcoming America works to create more inclusive communities and provides many resources to help communities in their welcoming efforts

DID YOU KNOW? YOU MAY BE ELIGIBLE FOR FUNDING FOR YOUR WELCOMING INITIATIVES!

- **Inclusive Communities Program – Rural Growth Initiative (PEI):** financial assistance is in the form of a non-repayable contribution, normally to a maximum contribution of 50 per cent of eligible costs up to \$2,500 per application. The client should normally contribute a monetary minimum of ten percent of the total project cost (in kind ineligible). Federal and Provincial funding cannot normally exceed 75 per cent of the total project costs.
- **Rising Youth – TakingITGlobal:** funding up to \$1,500 for youth to improve their community through simple ideas and events
- **Innovative Communities Fund – Atlantic Canada Opportunities Agency:** ICF focuses on investments that lead to long-term employment and economic capacity building in rural communities. Urban initiatives that stimulate the competitiveness and vitality of rural communities may be considered on a selective basis