



Pembina Valley
Local Immigration Partnership

2025-2030

Community Action Plan



*COVER PHOTO: PVLIP staff and members of the Regional Partnership and Ethnocultural Council attending the Connecting Cultures & Communities Celebration in Altona MB, February 2024
(not all members could attend, missing staff – Forde Oliver)*

Welcome to PVLIP's 2025-2030 Community Action Plan

On behalf of the Pembina Valley Local Immigration Partnership (PVLIP), we are pleased to present PVLIP's 2025-2030 Community Action Plan. This plan is the culmination of research and consultation involving the participation of Pembina Valley residents including service providers, immigrants, employers, and community leaders.

The research, consultation, and development of this plan occurred in various locations throughout our region and is a testament to the commitment of PVLIP members and a demonstration of the belief in this work and the value PVLIP brings not just to the region, but to individual communities.

The economic demands in the Pembina Valley have increased the population, with much of that growth coming through immigration. We understand that a changing community, with newcomers arriving from around the globe, both enriches and poses challenges for a community. We understand that a sense of belonging may not come about easily or quickly, but we also know that in working towards it, we are creating richer and stronger communities with increased diversity, a larger labour pool, and new perspectives and opportunities – this is the future that the Pembina Valley Local Immigration Partnership is working towards. In the years ahead, our work will not only support newcomers, but will include working with the receiving communities in our region to better understand barriers to inclusion so that we can collectively plan and address specific community and regional settlement and integration issues.

Many excellent resources, services, and programs exist to facilitate immigrant and refugee settlement and integration; yet there is more work to do. This plan recognizes the uniqueness of the individual communities of the Pembina Valley and has provided strategies and approaches to support stakeholders in addressing its various and changing needs with responsiveness and innovation.

The membership of the Partnership has devoted their time and expertise to the development of this plan and they are committed to the stewardship of its implementation. We look forward to playing a role in improving outcomes for our newest residents and ensuring that all residents have a sense of belonging.

The PVLIP Project Team

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Joanne Riel

Rita Bisht

Shepherd Chiwandire

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PHOTOGRAPHER

Forde Oliver



PHOTO: PVLIP members networking event, July 2022, Morden MB

“I will take much more consideration of the many challenges that newcomers face that I might not visually see or that they openly talk about. I’ll try to be more aware of the language and communication difficulties that newcomers may face.”

– 2024 Diversity in the Workplace Workshop Impact Survey response

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PHOTO: PVLIP members at annual Connecting Cultures & Communities Celebration, February 2023, Winkler MB

Acknowledgements

First Nations

Here in the Pembina Valley we live and work on Treaty One Territory: Original lands of Anishinaabeg, Cree, Oji-Cree, Dakota, and Dene peoples and the homeland of the Metis Nations.

As we endeavour to ensure the successful settlement of new peoples we respect the Treaties that were made on these territories, we acknowledge the harms and mistakes of the past, and we dedicate ourselves to move forward in partnership with Indigenous communities in a spirit of reconciliation and collaboration.

IRCC

On behalf of the Pembina Valley Local Immigration Partnership (PVLIP) and all our members, we are very grateful for the generous funding and support

provided by Immigration, Refugees and Citizenship Canada. This funding has supported the ongoing work of PVLIP as well as the research, community consultation, and facilitation required to develop this Community Action Plan.

As a result, PVLIP and its community partners and stakeholders have gained a much deeper understanding of the current needs and barriers faced by new immigrants and refugees, as well as an understanding of some of the issues that the receiving communities are experiencing. This understanding and the resulting Community Action Plan will assist the Pembina Valley and its stakeholders in making the communities in this region more welcoming and inclusive for all residents.

Our region is truly grateful for the commitment of the federal government to immigration and the work it supports to ensure successful settlement and integration for our new residents.



PHOTO: PVLIP members contributing to strategic planning, October 2023, Winkler MB

Community Action Plan Participants

This plan would not have been possible without the support and participation of our PVLIP members, settlement services staff, and community partner organizations. This plan is the result of their understanding of the issues and their commitment to the development of a more welcoming and inclusive Pembina Valley. We acknowledge the time they devoted to ensuring this strategic plan is comprehensive and one that addresses the needs and contributions of our newest and longer-term residents.

ACHIEVE Centre for Leadership

Finally, we would like to acknowledge Wendy Loewen from ACHIEVE Centre for Leadership who took special interest in our work and went above and beyond to ensure our Community Action Plan captured the voices of the Pembina Valley through facilitated focus groups, literature review, and several follow up discussions. Wendy and her team at ACHIEVE developed our goals, objectives, and actions and designed this final copy.



What Are Local Immigration Partnerships?

Local Immigration Partnerships (LIPs) have been funded across Canada by the federal government since 2008 to support communities in developing and implementing plans to improve the settlement and integration outcomes of new immigrants and refugees. Currently, there are approximately 90 LIPs across Canada.

LIPs do not deliver services directly to immigrants or create programs directly to meet a need. Instead, LIPs bring together existing local and regional services to optimize engagement, planning, and coordination in newcomer settlement and integration. Intentionally working together with a collaborative approach helps to improve the capacity of communities to be welcoming and inclusive.

With a LIP as a mechanism to bring various communities and partnership agencies together, collectively we can ensure immigrants have opportunities to fully participate economically, socially, politically, and culturally, resulting in successful settlement and integration.

In 2025, Immigration, Refugees and Citizenship Canada projects to welcome 500,000 Permanent Residents to Canada, the highest level to date.

LIPs do not deliver services directly to immigrants. Rather the purpose of LIPs is to:

-  Engage service providers and other institutions in immigrant integration processes
-  Support community-level research and strategic planning
-  Share and promote promising practices, research, and information related to intercultural diversity and the development of welcoming and inclusive communities
-  Increase awareness of and engagement in intercultural diversity issues
-  Promote cultural diversity in leadership positions
-  Support collaboration and coordination of service provision
-  Increase awareness of existing immigrant integration programs, services, and information
-  Work to remove barriers to inclusion and ensure immigrants have opportunities to take equal and active roles in the social, economic, and political life of the community

Where We Came From/How We Work

In 2017, the federal government funded the establishment of the Pembina Valley Local Immigration Partnership (PVLIP) through Regional Connections Immigrant Services, representing a rural region comprised of 15 municipalities in south central Manitoba.

PVLIP provides a mechanism for cross-sector conversations on the impact of immigration to our region and provides a platform for communication and collaboration within and between communities, not only regionally, but also provincially and nationally.

PVLIP was established to complement existing activities, identify gaps, build on current successes, and to encourage collaboration among federal, provincial, and municipal governments.

PVLIP represents both the needs of newcomers and local communities:



In strategic planning for the successful settlement of newcomers to the region

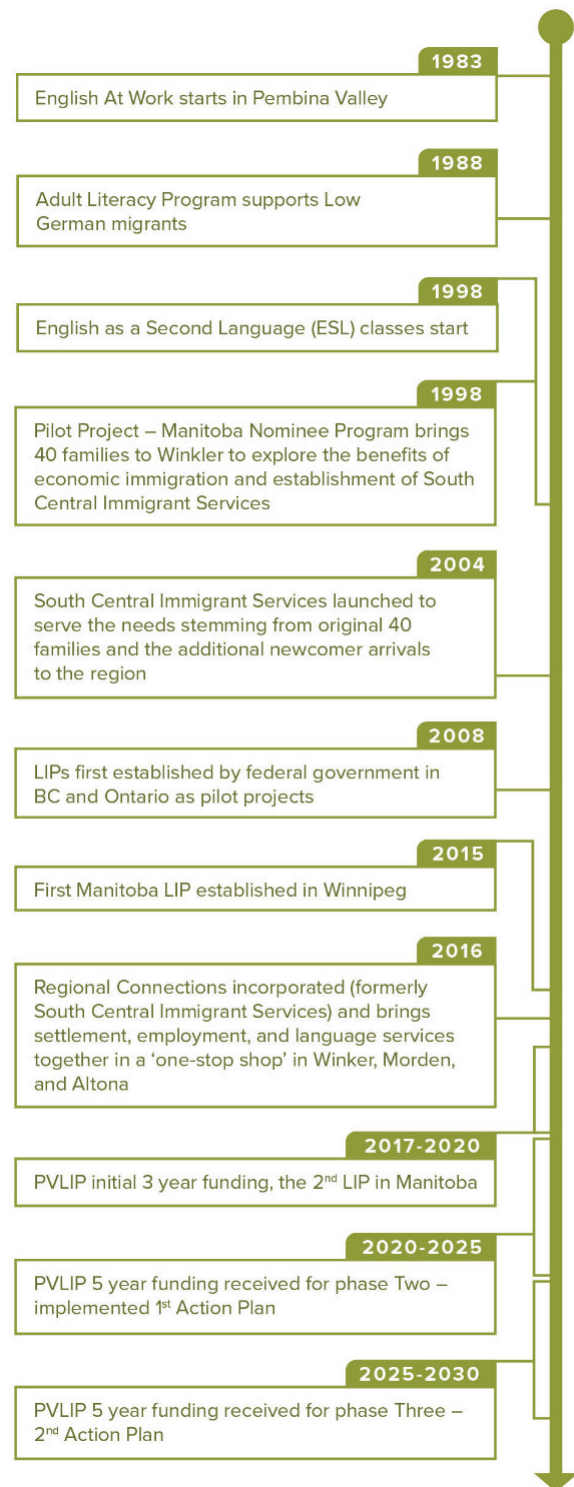


To collaborate on the development of sustainable solutions to maintain retention



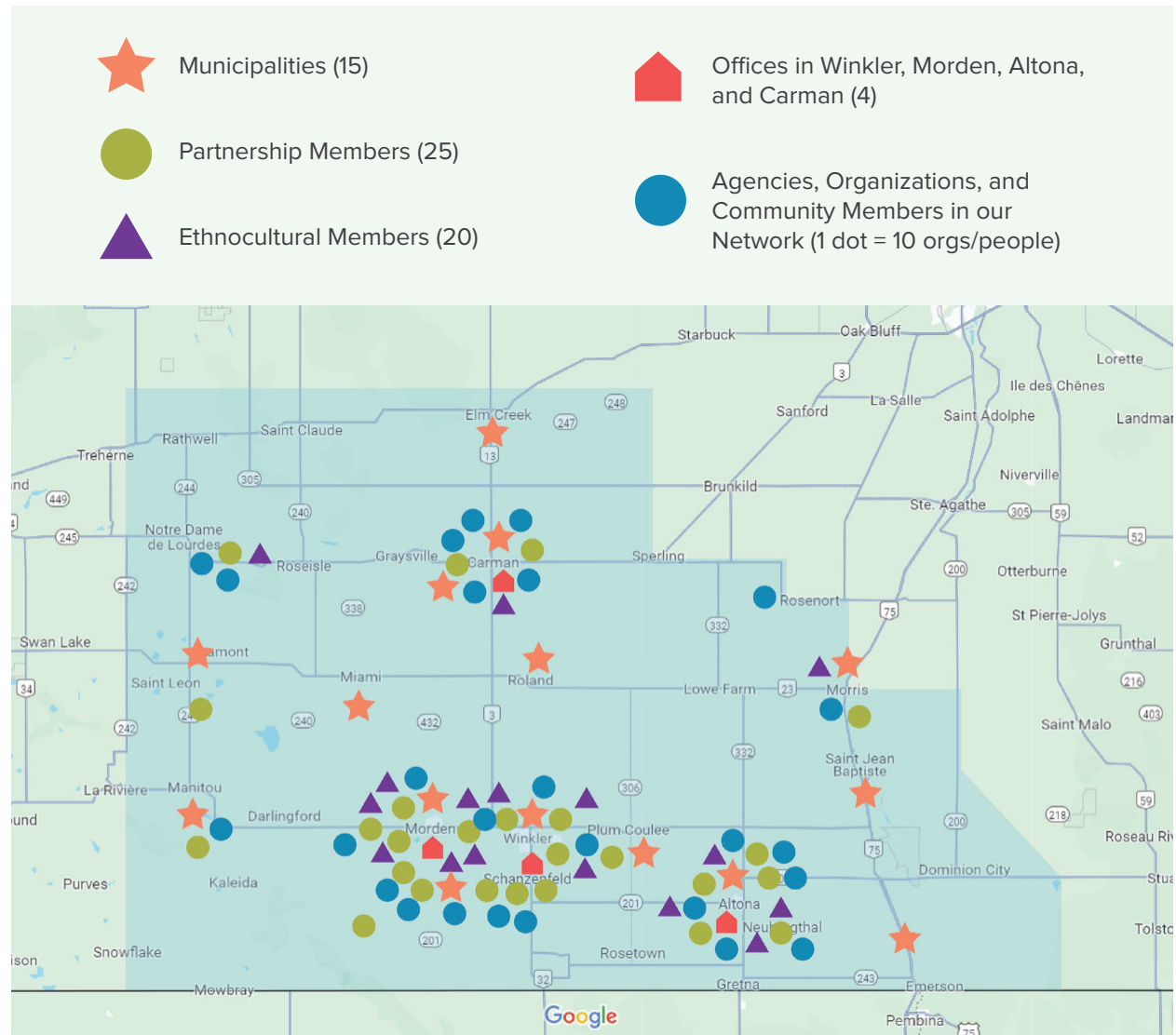
To raise awareness of the components of a welcoming community

PVLIP Timeline



Where Are We?

PVLIP covers a region in south central Manitoba representing:



Since 2018, PVLIP has consistently expanded outreach to various communities in the Pembina Valley, resulting in hundreds of connections with community leaders, members, and newcomers.

Why Do We Need a Local Immigration Partnership?

The Pembina Valley population has been rapidly growing thanks in part to a relatively affordable cost of living and large labour need. Immigration, especially in the last 20 years, has been a driving force behind the population growth. Area industries understand the need for immigration to fill their vacant positions.

Three immigration programs help to attract newcomers as expanding industries in manufacturing, health care, retail, and agriculture, to name a few, have required immigration to keep up with growing demands.

Despite the labour demands, there are also barriers to newcomers that are present in our region. These include the lack of public transportation options and shortages in child care, affordable housing, and medical staff. These issues are magnified due to the rural nature of our region. While PVLIP alone cannot solve these issues, through our priorities and actions we can work to build collaborations and create an environment conducive to developing resolutions to these barriers.

Growth to the region from immigration is

expected to continue. Immigration, Refugees and Citizenship Canada recently released its updated Immigration Levels Plan that aims to welcome the most immigrants in Canadian history, anticipating 500,000 Permanent Residents arriving in both 2025 and 2026.

In 2023, Manitoba received 5.5% (25,591) of Canada's immigrants. With the projected national increase in 2025, that amount would increase to 27,500/year.

Statistics Canada also projects that immigrants will represent between 24.5% and 30.0% of Canada's population by 2036, compared with 21.9% in 2016.

Services, supports, policies, and practices need to be reviewed, considered, and adapted in an ongoing fashion to meet the ever-changing needs of Pembina Valley residents. As the communities grow and transform, it is important to consider how services can be coordinated and that the knowledge and capacity is in place to address the needs of not only the communities' newest residents, but also the needs of the longer-term residents who will welcome them.



Statistics Canada projects that immigrants will represent between 24.5% and 30.0% of Canada's population by 2036, compared with 21.9% in 2016.

*Immigration in the Pembina Valley enables employers to fill job vacancies and expand opportunities for growth'.
PHOTO: Decor Cabinets, Morden MB*

Pembina Valley Facts & Statistics

From **1996** to **2021** the population of the Pembina Valley has grown by **31.7%** from **50,896** to **67,028**.

In those **25** years, the Pembina Valley Canadian-born population increased by **19.3%** while the foreign-born population increased by **148.6%** from **4,875** to **12,120**.

In **1996** immigrants were **9.6%** of the population which grew to **18.1%** percent of the population in **2021**.

In the past **20** years people from **147** countries have called the Pembina Valley home. These people represented approximately **64** different mother tongues. (Source, 2021 Census).

Many Pembina Valley residents, while not immigrants themselves, are second or third generation immigrants. This is reflected when looking at mother tongue census data. While nationally, the number of residents who have a mother tongue that is not a Canadian national or indigenous language is **13%**, in the Pembina Valley it jumps to **33%**. In the Rural Municipality of Stanley, this number tops **50%**. Most communities report one third of their residents do not speak English or French as their first language.

Top Ten Countries of Origin



Ukraine



Phillippines



India



Mexico



Russian Federation



Germany



Kazakhstan



Nigeria



Paraguay



Syria

Source: Based on clients served at Regional Connections Immigrant Services in 2022 & 2023

Diversity of Religions



Buddhism



Christianity



Hinduism



Islam



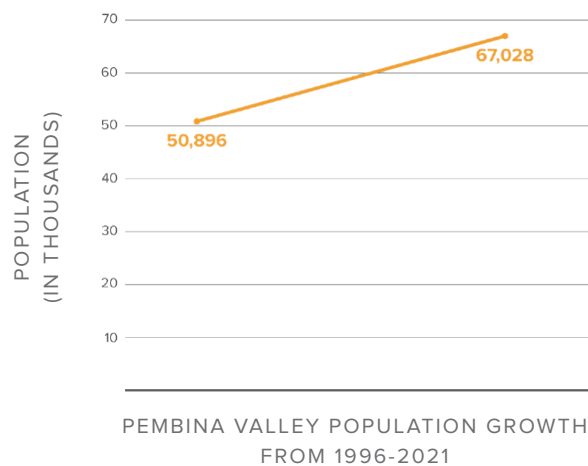
Judaism



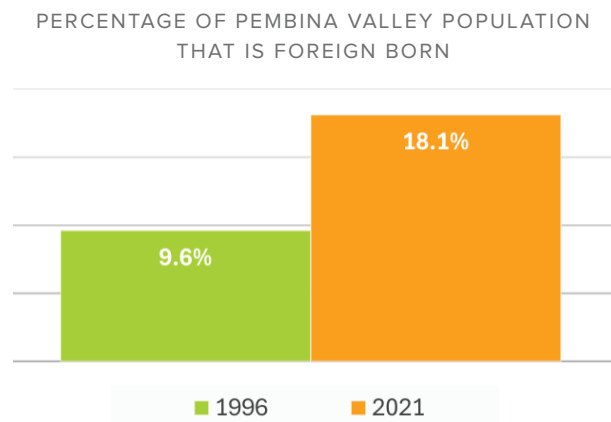
Sikhism

With an increasing diversity of cultures, a diversity of religious representation has also grown in the Pembina Valley. The region is home to Protestants, Catholics, Eastern Orthodox, Muslims, Hindus, Pagans, Sikhs, Buddhists, Jews, Atheists, Traditional religions, people with no religious affiliation, and others.

Over the past 25 years the Pembina Valley has seen a 32% population increase.*

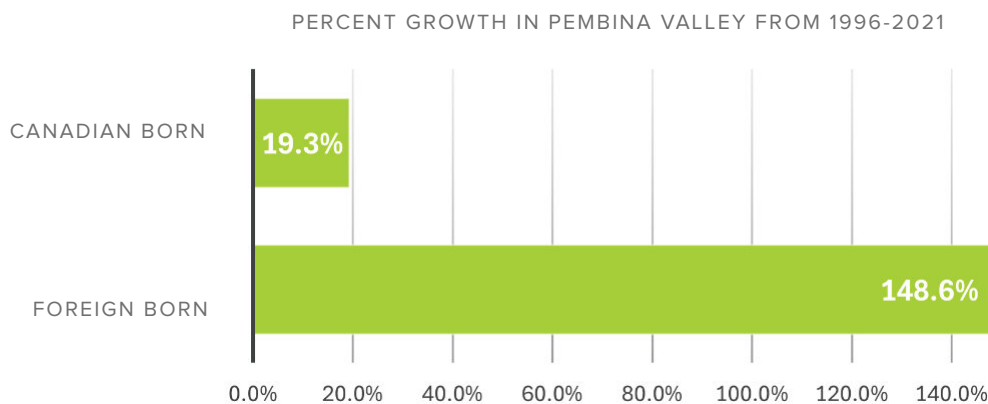


The percentage of the population that is foreign born has nearly doubled since 1996.*

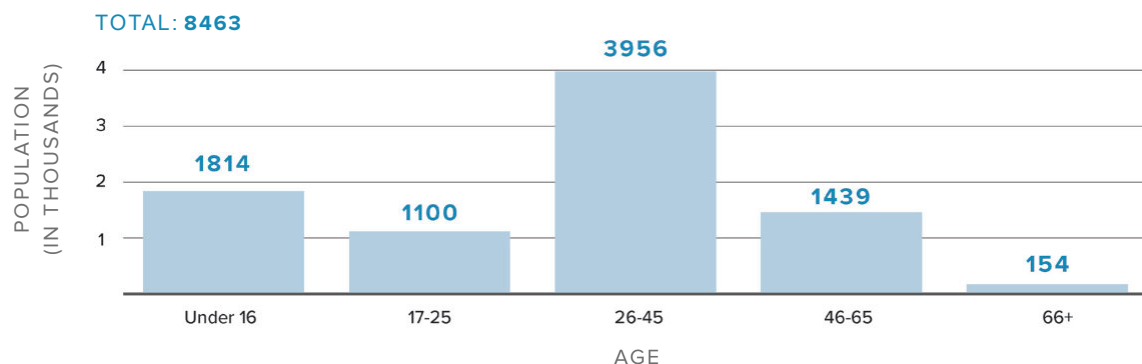


The foreign born population has grown by 148% since 1996.*

*Data from Canada Census



Age distribution for newcomers seeking settlement services at Regional Connections, 2022-2023.*



**Data from Regional Connections Immigration Services

Who Represents the Pembina Valley Local Immigration Partnership?

Regional Partnership Council

PVLIP's Regional Partnership Council (RPC) is the strategic planning body comprised of decision-makers and stakeholders who represent employers, businesses, labour, education, social services, federal, provincial, and municipal governments, faith-based groups, ethnocultural representation, immigration, law, justice, community leaders, and community organizations.

The Regional Partnership Council will ensure that multiple stakeholders participate in planning and coordinating a strategic plan to facilitate increased access to integration services and resources for all immigrants throughout the

Pembina Valley, and assist non-settlement service providers and communities in developing a greater understanding of immigrants' needs and services that will foster more welcoming and inclusive communities throughout the Pembina Valley.

The overall objective of the Regional Partnership Council is to increase the social and economic inclusion of newcomers into the Pembina Valley by coordinating community-level planning, communication among stakeholders, and identifying needs of newcomers through consultations with the Ethnocultural Council and decision-makers from community organizations.



Regional Partnership Council Members:

Golden Prairie Arts Council –
Carman

Nigel Bart

Program Coordinator

Precision Land Solutions –
Winkler

Mark Bennett

Human Resources & Safety

South Central Regional Libraries

Cathy Ching

Executive Director

*Town of Altona

Cheryl Dueck

Councillor

*Town of Carman

Rural Municipality of Dufferin

Richard Dyck

Councillor

Royal Bank of Canada – Winkler

Martin Friesen

Investment & Retirement Planner

Grandeur Housing – Winkler

Virginia Friesen

Human Resources

Société de la francophonie
manitobaine

Diane Gosselin

Agente en chef

*City of Winkler

Michael Grenier

Councillor

*Municipality of Rhineland

Jake Heppner

Councillor

*Winkler Police Service

Chris Kalansky

Deputy Police Chief

*Regional Connections
Immigrant Services

Rhoda Keck

Language Program Director

*Government of Manitoba
– Industry, Training and
Employment Services

Ann Morrisseau-McKay

Career Development Consultant

City of Morden

Tracey Krause

Councillor

*Friesen's Corporation

Odia Reimer

*VP of Culture & Human
Resources*

*Regional Connections
Immigrant Services

Steve Reynolds

Executive Director

Municipality of Louise

Travis Saban

Councillor

The Community Exchange

Laurie Sawatzky

Board Member

*Elmer's Manufacturing

Trevor Siemens

Manager of Human Resources

*Government of Manitoba –
Bi-Lingual Service Center

Information Specialist

The Voice – Winkler/Morden

Ashleigh Viveiros

Print Media

Immigration Initiative – Morden

Shelly Voth

Immigration Coordinator

Municipality of Stanley

Josh Zacharias

Councillor

*Shopper's Drug Mart – Winkler

Zahid Zehri

*Business Owner/Pharmacist/
Multi Faith Council Chair*

*PVLIP has maintained a core group of 12 partnership council members since 2018.

PHOTO on previous page: Last Regional Partnership Council meeting in 2019 before moving to virtual platforms to accommodate members from a large geographical region. - Winkler, MB



PHOTO: Ethnocultural Council members attending PVLIP Picnic networking event, July 2022, Morden MB

33% of residents in the Pembina Valley do not speak English or French as their first language. The national average is 13%.

Ethnocultural Council

In addition to the Regional Partnership Council, the work of PVLIP is supported by an Ethnocultural Council. The PVLIP Ethnocultural Council (ECC) provides first-hand lived experience and insight on living as a newcomer/immigrant or cultural representative in the Pembina Valley. Their experience informs and supports strategic planning by the PVLIP Regional Partnership Council, planned activities for action teams, and various committees. The ECC provides feedback on the partnership's work and reaches out to ethno-specific communities to share committee information and encourage participation with PVLIP.

The Ethnocultural Council is comprised of 15+ immigrants who live and/or work in various communities in the Pembina Valley. Members are selected through an interview process and represent a range of countries of origin, lengths of time in Canada, occupational backgrounds, ages, and genders. They also have experience, knowledge, abilities, or skills related to immigrant integration and are non-partisan.

Ethnocultural Council Members:

Beatrice Aderemi

Nigeria

Year of Arrival: 2022

Shepherd Chiwandire

Zimbabwe

Year of Arrival: 2015

Callum Morrison

United Kingdom

Year of Arrival: 2017

Mahmaud Alkadnou

Syria

Year of Arrival: 2022

Natalia Drozdovska

Ukraine

Year of Arrival: 2021

Somnath Naha

Bolivia

Year of Arrival: 2018

Mia Ambriz

Mexico

Year of Arrival: 2022

Lea Esconde

Philippines

Year of Arrival: 2019

Maryna Navrotska

Ukraine

Year of Arrival: 2004

John Apelete

Togo

Year of Arrival: 2020

SM Zafrul Hasan

Bangladesh

Year of Arrival: 2015

Gagandeep Singh

India

Year of Arrival: 2023

Ismaila Busari

Nigeria

Year of Arrival: 2022

Daniela Morales

Chile

Year of Arrival: 2021

Mariyam Tsygankova

Kazakhstan

Year of Arrival: 2019

How Did We Determine Our Priorities?

In preparation for this new community action plan, various consultation processes were used to gather feedback from newcomers and stakeholders throughout the region. Surveys, focus groups, quarterly council meetings, and collaboration with settlement services contributed to identifying the priorities, goals, and objectives within this plan.

This collaborative and collective approach was also used to develop a Welcoming & Inclusive Communities Policy for the Pembina Valley. Partnership members identified that the policy provided the framework for this new

community action plan, as it identified consistent representation from various sectors on the priorities needed in multiple communities with varying experiences and timelines of immigration.

The 2023 Research Report incorporated survey results from a comprehensive immigrant survey as well as targeted surveys and conversations on discrimination, employer needs, and mental health.

Research conducted for the development of our Connecting Cultures & Communities Guide/Toolkit/Video Series also contributed to supporting the priorities of this plan.

PVLIP actively engages its partners and newcomer connections via the Regional Partnership and Ethnocultural Councils to maintain a current conversation on needs, gaps and/or trends when it comes to understanding:



The impact of immigration throughout the region



What newcomers recommend for communities to be more welcoming and inclusive



How to improve a sense of belonging for new residents and increase retention

Multiple reports are available on our website at pvlip.ca.



PHOTO: Participants at the 2024 Connecting Cultures & Communities Celebration, Altona MB

In the past 20 years, newcomers from 147 countries and representing 64 mother tongues have arrived to the Pembina Valley.

– 2021 Census

Vision, Mission, Purpose, and Guiding Principles

Vision

Connecting Cultures & Communities

Mission

Enhancing collaboration, coordination, and planning at the community level to foster more welcoming and inclusive communities in the Pembina Valley.

Purpose

The Local Immigration Partnership connects the voices of the Pembina Valley to identify and reduce barriers facing newcomers and to create communities where everyone can feel welcomed and belong.

Guiding Principles



Human Rights

We uphold the Manitoba Human Rights Code.



Holistic

We understand that personal and community wellness is made up of many parts; collective.



Strength-Based

We embrace all newcomers and other cultures and welcome their unique talents, abilities, and resilience.



Local Growth

We invest in each other, helping all residents grow deep roots in our communities and flourish.



PHOTO: Connecting Cultures & Communities “Diversity in the Workplace” Workshop, October 2023, Notre-Dame-de-Lourdes MB

In 2023-24, with funding from Canadian Heritage, PVLIP conducted 74 English and 6 French facilitated ‘Diversity in the Workplace’ workshops reaching 36 employers and engaging 775 participants. 87% reported the workshop increased their capacity to overcome discrimination in the workplace.

Community Priorities, Goals, Objectives, Actions, and Impact

PVLIP Community Action Plan

The priorities, goals, and objectives identified within this plan represent the cumulative input, experience, and vision of the Regional Partnership Council, the Ethnocultural Council, local service providers, leaders from several municipalities, and hundreds of immigrants living in the Pembina Valley.

The implementation of this plan will ensure that the Pembina Valley progresses towards achievement of its vision to “Connect Cultures & Communities” where immigrants can fully participate economically, socially, and civically to increase a sense of belonging.

Not only have these priorities, goals, and objectives been established through local research and community consultation, but they have been formed to build upon the current collaborative nature of the Pembina Valley.

To achieve what is set out in this plan, an Action Team for each priority will be established. These Action Teams will be comprised of PVLIP members, various community partners, and those with lived experience who can share their knowledge and expertise. These groups will develop operational action plans to support achievement of the plan’s goals and objectives.



PHOTO: Local residents enjoying annual CultureFest event, August 2023, Winkler MB

PRIORITY**1****FOSTER INCLUSION**

We address racism and do not stigmatize others. We embrace the rich diversity of our communities, challenge stereotypes, celebrate each other's contributions, and engage systems to educate and promote mutual understanding.

Goal 1: Address racism

OBJECTIVE**ACTION****A**

Bring key stakeholders together to define and discuss racism and discrimination to explore solution-based approaches and practices adopted by other municipalities

- Conduct research for solutions from other municipalities
- Establish an antiracism team to develop opportunities for healthy discussions around racism with the mandate to create a five-year plan
- Host regional stakeholders to discuss antiracism strategies and develop solutions

B

Conduct education and awareness campaigns throughout the region

- Collaborate with stakeholders to develop an education and awareness campaign to address myths and misconceptions on race, religion, and culture
- Collect personal stories, narratives, and testimonials related to discrimination issues in the Pembina Valley
- Engage community youth in antiracism initiatives

C

Increase engagement within the region to address racism and discrimination

- Encourage city/town leaders, service providers, employers, and municipal councils to establish antiracism and inclusion policies
- Update current PVLIP resources to include newcomer lived experiences with racism (videos, podcasts, toolkit)

Goal 2: Embrace diversity

OBJECTIVE

ACTION

A

Promote the benefits of cultural diversity within the community and workplace

- Facilitate educational opportunities to understand the benefits of cultural diversity
- Create social media campaign supporting cultural diversity
- Explore and share video resources to benefit multicultural workplaces

B

Continue to build relationships with existing organizations who work in the area of promoting integration between cultures (including Indigenous, Francophone, Metis, Mennonite, etc.)

- Identify culture building events throughout the region
- Promote events on PVLIP website calendar
- Provide links to existing organizations involved in bringing together various cultures

C

Promote understanding of Indigenous cultures to newcomers

- Engage partners from circles of reconciliation and settlement services to host knowledge-sharing sessions and/or Blanket Exercises
- Explore and share resources on PVLIP website supporting Indigenous and newcomer relationships

D

Advocate for French settlement services in the region

- Collaborate with various partners to develop strategy and provide solutions to meet needs for French settlement services
- Advocate for direct French services

“When asked if they have been treated unfairly in the community, 44.8% responded that they have been treated unfairly.”

—PVLIP Immigrant Survey, p. 12

Goal 3: Promote mutual understanding

OBJECTIVE

ACTION

A

Increase public awareness of the obstacles which newcomers face and the benefits of immigration to the region

- Create additional story banners to be displayed in public venues to highlight perspectives of newcomers where they experienced a sense of belonging in the community
- Engage partners to support the development of a Pembina Valley activity focusing on shifting judgement to curiosity
- Expand and develop PVLIP podcasts

B

Promote community participation in immigrant-led intercultural community events, activities, and programs

- Partner with chambers of commerce, recreation departments, and other organizations to increase integration opportunities between newcomer and local community members

C

Expand awareness to municipalities within the Pembina Valley on newcomer needs within their local community

- Provide annual PVLIP presentations to municipal councils
- Work with local media to increase publication of success stories and articles related to immigrant integration in the Pembina Valley
- Bring media/newspapers together to support myth busting in the region; provide information on prevailing myths

“I believe we all discriminate. It’s acting on it and learning about other culture that helps us not to discriminate.”

—Participant discussing impact of PVLIP workshop

PRIORITY

2

IMPROVE ACCESS TO SERVICES

The path to settlement and integration is different for everyone. This journey is supported by responsive, accessible, and coordinated services that address needs.

Goal 1: Immigrants and community stakeholders all have access to current and relevant information and resources to facilitate settlement and integration

OBJECTIVE

ACTION

A

Improve dissemination of information

- Annually update, expand, and promote PVLIP service map to increase awareness on integration opportunities
- Inform local settlement services with community input on needs for direct services and/or program development

B

Increase community understanding of settlement services and programs available in the region

- Promote awareness of settlement services in the local community context
- Encourage local stakeholders to refer newcomers to settlement services

"In our community we are missing transportation, that's our first problem for integration, not all immigrants can drive or can afford to buy a car in their first year"

—Newcomer focus group participant

Goal 2: Identify barriers to accessing services for newcomers

OBJECTIVE		ACTION	
A	Conduct research		• Conduct comprehensive newcomer survey to identify barriers • Consult with resource committees and interagency teams to identify service barriers in multiple sectors • Provide report on identified barriers to stakeholders and service providers
B	Reduce stigma for newcomers who access mental health services		• Provide Ethnocultural Council members with Mental Health First Aid course • Advocate to service providers to use positive language when promoting mental health and the services that provide mental health support to immigrants

Goal 3: Identify sustainable solutions to improve access to services for newcomers throughout the region

OBJECTIVE		ACTION	
A	Develop local immigration committees to address needs and gaps specific to individual communities		• Collaborate with local stakeholders to create a committee to develop newcomer specific solutions for their individual community needs • Host local committees for a regional consultation on improving access to services
B	Identify and build new partnerships with stakeholders to increase referrals to settlement services		• Partner with settlement organizations to create referral process resource for stakeholders • Promote handout stakeholders including employers on the referral process to settlement services

PRIORITY

3

IMPROVE BELONGING

Across our many cultures and communities, we seek opportunities and spaces to share stories and experiences, combat social isolation, and foster good mental health.

Goal 1: Engage in building cross-cultural understanding to foster relationships

OBJECTIVE

A

Encourage interaction between newcomers and community members

ACTION

- Encourage immigration committees to implement the 'Measuring Welcoming Communities Toolkit' from Pathways to Prosperity
- PVLIP members identify best opportunities for local community engagement

"If a person feels accepted then he will not feel the problem that he is from another nation. More joint events and communication bring people closer together and shows their equality."

—Newcomer focus group participant



Goal 2: Improve opportunities for a variety of newcomer expressions

OBJECTIVE	ACTION
A Promote volunteerism between immigrants and community members	• Volunteer options are promoted on PVLIP service map • Use social media platforms to promote benefits of volunteerism • Promote national volunteer week (April), with a focus on increasing the participation of immigrants volunteering throughout the region • Support and promote local annual volunteer fairs
B Increase the intercultural understanding of various religions	• Explore partnership opportunities to deliver facilitated discussions • Highlight holidays of various religions represented in our region on social media and diversity calendar
C Increase awareness of immigrant sport interests	• Share awareness on local immigrant sport interests with local recreation programs • Share immigrant sport interests via podcasts, social media, and news stories

Goal 3: Promote newcomer success

OBJECTIVE	ACTION
A Celebrate citizenship	• Encourage communities and elected member of parliament to recognize citizenship • Promote “go vote” campaigns during elections
B Work with local media to increase publication of success stories and articles related to immigrant integration in the Pembina Valley	• Forward story ideas about local immigrant successes to local media • Encourage public recognition of newcomers through community events

PRIORITY**4****SEEK OUT NEWCOMER VOICES**

Newcomer voices are vital to community building. We incorporate diverse perspectives in our community building, ensuring all voices are engaged as leaders, decision-makers, and creators.

Goal 1: Have immigrants play a role in guiding community development**OBJECTIVE****ACTION****A**

Consider newcomer needs in local decision-making

- Deliver annual PVLIP presentations to municipal councils, including newcomer perspectives and experiences
- Include council members on PVLIP newsletter distribution list
- Update community leaders and stakeholders with immigrant demographics and trends as they emerge, and the rationale for why they are important to pay attention to

B

Support community leaders to actively work to align membership with current demographics

- Promote awareness and benefits on adding diverse perspectives in community building, civic leadership, and local boards
- Improve understanding of the importance of representing cultural diversity in leadership

C

Promote civic engagement

- Host facilitated workshops for Ethnocultural Council members to understand leadership roles in a Canadian context
- Encourage PVLIP Ethnocultural Council members to become leaders representing cultural groups in the region

Goal 2: Increase awareness of the unique needs and experiences of vulnerable immigrant and refugee populations

OBJECTIVE	ACTION
A Identify and describe the vulnerable cultural/newcomer groups in the Pembina Valley	• Consult with settlement service providers to identify vulnerable groups • Build connections with members of vulnerable groups to build trust • Create and share report with stakeholders
B Develop resources to share stories from these vulnerable communities	• Work with vulnerable groups to appropriately determine stories and approaches for sharing • Partner with regional cultural organizations to exhibit or share these stories

Goal 3: Collaborate with partnerships to develop opportunities for newcomers to share their questions and wonderings

OBJECTIVE	ACTION
A engagement to provide platforms for newcomers to share their opinions and/or experiences	• Collaborate with stakeholders to develop a method for newcomer feedback that is consistent, accessible, and recognizable in multiple locations • Encourage local community leaders to attend newcomer events

“The relationships and knowledge PVLIP provides is first rate. Every year we learn more about newcomers and the value they add to our communities. Our lives are better for it as well.”
– Comment from 2024 PVLIP Member Survey

Impact – How Will This Work Bring Change to our Region?

By implementing this plan throughout the Pembina Valley with multiple stakeholders, newcomers, and community leaders, the following impact is expected to be achieved by PVLIP in the four priority areas outlined above.

The central Theory of Change for the PVLIP's activities is:

If...

the PVLIP helps to improve local capacity to welcome and support newcomers to the Pembina Valley by fostering inclusion, improving access to services, strengthening a sense of belonging, and improving cross-cultural connections and communication between newcomers and a variety of community partners.

Then...

newcomers will know that they are welcomed, heard, and valued. They will have equitable access to community resources and find diverse opportunities to contribute and express themselves to the benefit of their communities. Community leadership and the networks of community organizations will be more collaborative, effective, and responsive to newcomer needs.

As a result...

newcomers will be more likely to remain in the region and thrive. Communities will value and benefit from immigration and diversity. They will benefit from increased mutual understanding, increased capacities, and new perspectives in planning and decision-making. Communities will know that they can count on PVLIP to help them build a network of culturally competent support to improve settlement and integration outcomes for newcomers in the Pembina Valley.



PHOTO: February 2024 Citizenship Ceremony with Magaretha Martens from Altona MB

How Can I Learn More About PVLIP?

Contact Information

If you are interested in the activities of the
Pembina Valley Local Immigration Partnership,
please contact us:



Pembina Valley
Local Immigration Partnership

pvlip.ca

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Socials



Pembina Valley Local Immigration Partnership
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BACK COVER PHOTO: PVLIP project participants who contributed to our 'Story Banners' (2019) and 'Hear My Story' (2020) video series attending our Connecting Cultures & Communities Celebration in Altona MB, February 2024



Pembina Valley
Local Immigration Partnership

Connecting Cultures & Communities