

I'm a WELCOMER Social Media Campaign



Welcoming Week 2025



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INTRODUCTION

Welcoming Week is an annual campaign that started in North America and has since expanded to other continents. It celebrates the work in communities to become welcoming places for all, including immigrants. Launched in 2012 by Welcoming America and its members, Welcoming Week provides individuals and organizations the opportunity to showcase their values through events and initiatives that foster connections and collaboration between immigrants and non-immigrants, as well as belonging for all: <https://welcomingweek.org/>

Welcoming Week 2025 took place September 12-21, and the theme was “Stories We Share”. This is the 2nd year PVLIP participated with our ‘I am a Welcomer’ campaign.

PVLIP’S MANDATE

PVLIP’s **VISION** is: *Connecting Cultures & Communities*

PVLIP’s **MISSION** is: *Enhancing collaboration, coordination and strategic planning at the community level that will foster more welcoming and inclusive communities while improving settlement and integration outcomes for newcomers in the Pembina Valley.*

Participating in the Welcoming Week campaign is a great opportunity to engage multiple communities, sectors, & newcomers in a mutual effort to make people ‘feel at home’.

It is a cost-effective way to promote our vision and mission.

Participation in the Welcoming Week Campaign supports goals & objectives from our [2025-2030 Community Action Plan](#)

1. PRIORITY 1: FOSTER INCLUSION

Goal 2: Embrace Diversity

Objective A: Promote the benefits of cultural diversity within the community and workplace

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

Goal 3: Promote Mutual Understanding

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

2. PRIORITY 3: IMPROVE BELONGING

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

Objective A: Encourage interactions between newcomers and community members

Goal 3: Promote newcomer Success

Objective B: Work with local media to increase publication of success stories and articles related to immigration integration in the Pembina Valley

2025 CAMPAIGN

PVLIP represents 15 municipalities which can be a challenge to provide an in-person event that is equally accessible for all. Using a social media platform overcomes barriers of transportation, childcare, work schedules, and the costs of hosting an in person Welcoming Week event.

Promotion

Staff engaged in early promotion to generate interest and curiosity six weeks prior to the event. Community engagement included:

- Sharing teasers on social media;
- Involving PVLIP members to share information and promote participation;
- Sending email invites to secondary partners including interagency groups, elected officials, chambers of commerce, municipalities;
- Online news article: [Pembina Valley Online](#)
- *News articles in Morden Winkler voice (Aug 28, 2025 & Sep 25, 2025);
- *Radio interview on County 88 and The Eagle 93.5 – Aug 26, 2025.

**See Appendix A for news articles*

Image Collection

There were two ways to participate in our “I’m a Welcomer” Campaign:

1. Contact PVLIP staff to arrange an in person visit to take a photo at a workplace, business, non-profit, or local event.
2. Send us a photo of yourself and PVLIP staff would apply a digital frame to the picture and include it in the campaign.

How staff collected photos and the efforts done to achieve our results:

- Staff traveled to 6 communities with the selfie frame to get in-person photos;
- Staff met with PVLIP members, businesses, municipal leaders and/or organizations in person to capture 100 photos;
- 5 photos were submitted digitally;
- Some organizations, businesses and local members contacted us after the official Welcoming Week dates as they still wanted to be included.

Implementing the Campaign

1. Early promotion expanded the campaign’s message with ‘teaser’ posts, creating awareness about the campaign and asking people to get involved.
2. During Welcoming Week, several posts, reels and stories were shared daily of all the pictures we gathered.
 - The combination of adding video posts along with pictures this year proved to be very successful, as well as adding posts to our Instagram Stories for additional visibility.
3. We used [Facebook](#) & [Instagram](#):
 - All businesses/organizations who had these social media accounts were tagged to help promote their participation and support of Welcoming Week 2025.
 - This also created additional awareness, especially for smaller businesses and organizations newcomers might not be familiar with.

4. Posts included official Welcoming Week hashtags, as well as other hashtags promoting welcoming & inclusive communities:
 - #WelcomingWeek #WelcomingWeek2025 #StoriesWeShare #PembinaValley #InclusiveCommunities #WelcomingPV
5. Participants received 'I'm a Welcomer' sticker to place in their organization, business, or car window, etc with a QR code to bring them back to PVLIP's website for additional resources.
 - After last year's campaign, a key observation was to implement a small window sticker to help promote PVLIP's ongoing work.
 - This year, over 500 stickers were distributed throughout the region.



6. PVLIP promotional folders with more info about PVLIP and the opportunity to get involved with our councils were made available and in some cases resulted in new PVLIP members joining our Ethnocultural and Regional Partnership Councils.

IMPACT & EVALUATION

Overview

The 2025 Welcoming Week Campaign has demonstrated significant growth and engagement, reflecting its success in fostering community participation and visibility. This report analyzes key metrics, highlights changes between 2024-2025, and underscores the campaign's impact, including social media performance.

2024 – 2025 Results

2025 had an increase in participation over 2024:

Metric	2024	2025	Changes	Increase
Pictures Shared	90	105	15	16.7%
Organizations*	38	59	21	55.3%
Communities	8	8	0	0
Federal Elected Official	0	1	1	100%

*For a full list of participating organizations, please refer to APPENDIX B

Analysis of 2024-2025 Metrics

- 1. Pictures Shared:** Increased from 90 in 2024 to 105 in 2025, a 16.7% rise, indicating greater visual engagement and community participation in sharing campaign moments.
- 2. People Involved:** From 271 to 240, a 11% decrease, although 2024 had larger groups per photo and therefore this is still a successful number as many more organizations were reached.
- 3. Organizations:** Rose from 38 to 59, a 55.3% increase, showing stronger engagement from secondary partners and highlighting growing private sector involvement.
- 4. Communities:** Remained steady at 8, suggesting consistent geographic coverage.
- 5. Federal Elected Official:** This category had a new participant in 2025, diversifying the campaign's stakeholder base.

2025 Social Media Impact*

- Overall, the **Facebook** campaign generated:
 - Over **56,000 views** (60% of these views were from non-followers)
 - 1,500 content interactions (likes, shares)
 - 37 new followers, putting us over the **1000 followers** mark!
- Instagram** had higher results:
 - 43,800 views** = 1400% increase (50% of these views were from non-followers)
 - 723 content interactions = 803% increase
 - 31 new followers = 343% increase

*See Appendix C for more information

The 2025 campaign reach was 10,800 (doubled from 2024)

On social media, reach refers to the total number of unique individuals who have seen your content at least once. It is a measure of how far your content has spread. Reach indicates the size of your potential audience and is a key metric for measuring brand awareness.

The increased engagement on social media was attributed to incorporating more variations in content and tagging the local businesses which exposed PVLIP to a larger audience.

The increased social media engagement increased awareness about PVLIP's vision & mission, resulting in new members joining PVLIP's Ethnocultural and Regional Partnership Councils.

Key Observations

- 1. Increased Participation:** The campaign saw notable growth in individual and organizational involvement, particularly among businesses, families, and employers, indicating a broader appeal and inclusivity.
- 2. Social Media Success:** The substantial increase in followers, views, and likes underscores the campaign's effectiveness in leveraging digital platforms to amplify its message.
- 3. Diverse Stakeholders:** The inclusion of groups such as families, employers, faith groups, and political office holders in 2025 highlights the campaign's ability to engage diverse community segments.
- 4. Stable Community Reach:** The consistent number of communities involved suggests a solid foundation, with opportunities for expansion in future campaigns.

Recommendations for Future Campaigns

- **Sustain Social Media Growth:** Continue leveraging social media platforms to maintain and grow follower engagement,
- **Target New Communities:** While community numbers remained stable, targeted outreach could expand geographic participation.
- **Strengthen Business and Institutional Ties:** Build on the significant business involvement by fostering partnerships and sponsorships to enhance resources and visibility.
- **Encourage Diverse Participation:** Continue engaging new stakeholder groups, such as families and faith groups, through tailored outreach strategies.

Community Connections

- “Congratulations on a successful campaign and high-quality posts!” – Local Stakeholder
- “Your social media looked great...you are doing a good job!” – Altona citizen
- We were able to make a new connection with a school division – they reached out to us on social media to be included in our campaign.
- A few businesses and individuals also reached out to us online after seeing our social media posts.

PVLIP Indicators for Tracking & Monitoring Progress

In alignment with PVLIP’s 2025-2030 Logic Model, the following indicators show how this campaign aligns with our **immediate**, **intermediate** & **ultimate** outcomes:

**Please note: the numbering refers to specific priorities and tasks from our Community Action Plan identified above.*

Under Priority 1 – Foster Inclusion:

1. **The benefits of immigration & cultural diversity are promoted in the community and workplace** (1.2.A, 1.3A,3.3B)*
2. **Networks of community organizations promoting integration between cultures (Indigenous, Francophone, Metis, Mennonite, etc) are stronger** (1.1.A, 1.2.B)
3. **Communities foster welcoming environments for immigrants** (1.1.C, 1.2A)
4. **Diversity is embraced** (1.2)

Under Priority 3 – Improve Belonging:

1. **Cross-cultural events and activities are identified and promoted** (1.2.B, 1.3.B, 3.1.A)
2. **There are strong cross-cultural social connections based on deepened mutual understanding** (1.3, 3.1)

CONCLUSION

The ‘I’m a Welcomer’ Campaign has shown progress from 2024 to 2025, with increased participation, diverse stakeholder engagement, and a strong social media presence. The growth in pictures shared, people involved, and organizational support, combined with reaching 1,000 Facebook followers and over 56,000 views and likes, highlights the campaign’s success in fostering community connection and visibility. By building on these achievements, the campaign is well-positioned for greater impact in years to come.

Articles from The Winkler/Morden Voice

Our campaign was featured in the local paper twice this year: August 28 and September 25

8 *The Voice* Thursday, August 28, 2025

PVLIP looking for “welcomers” for photo project

By Ashleigh Viveiros

The Pembina Valley Local Immigration Partnership (PVLIP) has put a call out for “welcomers” in communities across the region.

The agency has launched its second annual “I’m a Welcomer” campaign, inviting municipal councils, businesses, service groups, and individuals to pose with a giant selfie frame for photos that will be shared on social media during Welcoming Week Sept. 12-21.

Welcoming Week is a national initiative that celebrates the work in communities to become welcoming places for all, including immigrants. It provides individuals and organizations the opportunity to showcase their values through events and initiatives that foster connections and collaboration between immigrants and non-immigrants.

For PVLIP, a big part of the week is providing a visible platform for communities to let newcomers of all stripes know they are most certainly welcome here.

“Let’s show them that we appreciate their choice to move here, to become a part of our communities,” said PVLIP coordinator Elaine Burton-Saindon.

“We obviously take a newcomer perspective with it, but this really includes a broad section of people. Regardless of where you come from, we appreciate you living here, working here, participating in our community.”

By posing with the “I’m a Welcomer” photo frame, participants are showing that “they support being welcoming, they support being inclusive,” Burton-Saindon explained, noting participants will also be given decals they can place on their windows or doors to further get out the message that everyone belongs in our communities.

Last year’s campaign saw 90 photos taken featuring 271 people representing 38 different organizations. The social media posts got thousands of views and reposts.

“It’s such a fun thing, so it was very positive and very well-received and a fun way to connect with others,” Burton-Saindon said. “It really was a very heartwarming experience.”

You can take part in this year’s campaign in a couple of ways: PVLIP reps can come to you with the giant selfie frame to snap a photo live or you can send them a photo of yourself or your



PVLIP PHOTO

Hesti Steenkamp, PVLIP program support worker, with the “I’m a Welcomer” frame the agency is taking on the road again this summer in the lead up to Welcoming Week next month.

group and they’ll digitally put you inside the frame.

“Whatever’s easiest for people—we want to make it accessible for everyone,” Burton-Saindon said.

To connect with PVLIP for this campaign, email info@pvlip.ca or find them on Facebook or Instagram or at pvlip.ca.



PHOTO BY ASHLEIGH VIVEIROS/VOICE

> MITT PROGRAM, FROM PG. 3

“This is something that city council has strongly backed and, with support from Mayor [Nancy] Penner and the administration, we have a strategic focus on supporting skill and talent development in our area,” Dyck said. “We want to see our youth stay in the Pembina Valley and not be forced to go to urban centres for their education when they would love to live and raise their families here.”

“Ultimately this program was selected because of the employable skill sets that it teaches and the jobs that are behind it,” he explained, noting it’s in line with other programs recently brought to the area due to demand, including Assiniboine Community College’s licensed practical nursing and certified childcare assistant programs. “This is really the cherry on top. It’s one that we hope to see offered year

presence of post-secondary options in the region, retain our youth, and support our employers.”

For Saif Qureshi, the close-to-home nature of the program was a big draw.

“I’ve always wanted to learn more about technology and get a sense of how technology works in detail, in depth,” he said. “The biggest challenge I had was having to go to Winnipeg for that.”

The Mordenite currently works in tech support for Valley Fiber. He’s eager to upgrade his skills and improve his career prospects.

“I really want to increase [those skills] much, much more,” he said. “Learn how to help startups or small businesses or even bigger businesses with their technology.”

For more details about MITT’s network and systems administrator diploma program, head to MITT.ca/network-admin-morden/.

“WE WANT TO SEE OUR YOUTH STAY IN THE PEMBINA VALLEY AND NOT BE FORCED TO GO TO URBAN CENTRES FOR THEIR EDUCATION WHEN THEY WOULD LOVE TO LIVE AND RAISE THEIR FAMILIES HERE.”

after year and hopefully grow the

Marking Truth and Reconciliation Day

By Lorne Stelmach

Local communities are marking Truth and Reconciliation Day Sept. 30 with events including memorial walks.

In Morden, the day kicks off with a flag raising outside of the Access Event Centre, while Altona will also be holding a memorial walk as well as hosting a guest speaker later in the week.

"Making this a national day to stop and take note of it and recognize it as part of our national history is one of those essential things to finding our way forward," said Dianne Hildebrand, a member of the Truth and Action Working Group based in Morden, where it is hosting the ceremony and event in conjunction with Genesis House and the City of Morden.

"And the REDdress Project is going to be involved as well, so we've got a number of partners working together on it."

It kicks off at 10 a.m. in the Access Event Centre parking lot with a flag raising ceremony along with a couple speakers.

"Then we'll be doing a walk, and it will be followed by time for people to share bannock together inside, and there will be displays inside from Genesis House and the Truth and Action Working Group and the Pembina Valley REDdress Project," said Hildebrand, noting red dresses will be on display both inside and outside along



with a display about the residential schools.

Hildebrand reflected on the importance of the day and the event.

"I think one of the biggest things is this day comes out of the calls to action that came from the truth and reconciliation commission," she said, citing also such events as the discovery of more residential school grave sites.

"I think what we've seen, in people's responses, is that many people in our communities are beginning to realize their own personal and family connections with Indigenous people, and they are learning to explore and celebrate it while also recognizing the reality and the pain of this part of the history of our country."

She added a vast majority of people can find they have some connection to someone impacted by it.

"Part of the reason that a day like this is important is that many of these stories have been hidden from people," she suggested.

"That's how the conversations and the relationships change, when it shifts from being us and them to recognizing that we really are in this to-



VOICE FILE PHOTOS

In Morden, truth and reconciliation day kicks off with a flag raising outside of the Access Event Centre, while Altona will also be holding a memorial walk as well as hosting a guest speaker later in the week.

gether," she continued.

"Even though the discrimination is ongoing, there's a lot of grace among Indigenous people for how long it's taking a lot of us to figure it out ... and there's a real desire to move forward in a better way ... and this is a good opportunity for that."

Meanwhile, in Altona, the Steps Toward Reconciliation group also has a couple of events to recognize truth and reconciliation week including a Sept. 30 event in cooperation with

Border Land School Division and The Community Exchange (TCE).

People were invited to climb aboard the bus located at TCE to go to Roseau Valley School in Dominion City to join the memorial walk to the monument at Roseau River Anishinaabe First Nation which honours victims and survivors of the residential schools.

Then on Sat. Oct. 4, Dr. Karen Froman from the University of Winnipeg will be at the TCE to talk about residential schools.

Welcoming communities across the region



SUPPLIED PHOTOS

In honour of Welcoming Week, the Pembina Valley Local Immigration Partnership has been sharing dozens of photos on social media of community members who are proud to say "I'm a Welcomer" and are committed to making their communities more inclusive to all. Left: Morden Councillors Tracey Krause and Brenda Klassen. Below, right: Winkler Police Chief Ryan Hunt. Below, left: Altona Councillor Perry Batchelor.

APPENDIX B

Participating Organizations 2025

- 500 Stephen Community Center
- AAFRC – Altona & Area Family Resource Centre
- AAICC – Altona & Area Immigration Coordinating Committee
- Altona Police
- Annajo’s Bistro – Plum Coulee
- ARED (Altona Rhineland Economic Development/Altona Chamber)
- Best Western Plus Winkler
- Big Brothers Big Sisters Pembina Valley
- Boston Pizza - Morden
- Branden Leslie - MP (Portage-Lisgar)
- Carman Vision Services
- Central Station Community Centre
- Chat Masala
- Chucks Roadhouse
- Coffee Culture - Winkler
- CO-OP Gardenland, Gas
- Dairy Queen
- Elmer’s Manufacturing
- Employment Resource Centre (Notre-Dame de Lordes)
- Evensong Shoppe
- Friesens Corporation
- Genesis House
- Golden Prairie Arts Council
- Hair Ecstasy
- Healthy Muslim Families
- Home Hardware – Carman
- Kitchen of Spices
- Kultura Asian Food Store
- Laurie Sawatzky (PVLIP Co-Chair)
- Manitoba Immigrant Employment Council
- Manitoba Rent Relief Fund
- Many Hands
- MCC Thrift Shop – Carman
- McDonalds – Winkler
- Minas Café & Eatery
- Morden Council
- Morden Friendship & Activity Centre
- Morden Immigration Program
- Morden Police
- Morris Bigwa
- Morris Residents/Families
- Olena Kolesnychenko (PVLIP Ethnocultural Council Member)
- Pembina Valley Bangladeshi Community Inc
- Pembina Valley Victim Services
- Pure Anada Boutique – Winkler
- Regional Connections – Altona; Winkler; Morden; Carman; Notre-Dame de Lordes
- South Central Regional Library (SCRL) – Altona; Winkler; Carman
- Segue Career Options (Eden Health)
- Shoppers Drug Mart – Winkler
- Smash Tasty
- Steps to Reconciliation Altona
- TCE – The Community Exchange
- The Bread Basket (Morris)
- The Prices Rite
- Tim Hortons – Altona; Morris
- Toews Printing & Office Supply
- Town of Altona
- Town of Altona – Council
- Town of Altona – Recreation Department
- Truth & Action Working Group (TAWG)
- United Church Altona
- Western School Division
- Winkler Arts + Culture Centre
- Winkler Meats Inc
- Winkler Police
- Winkler Residents Shaista & Zahid
- Wow Indian Food/That Burrito Place
- Wright Family from Winkler-Area

APPENDIX C

Social Media Stats: August 25 – September 30, 2025

Facebook Views

The number of times your content was played or displayed. Content includes videos, posts, stories and ads.

We had over **56,000 views** during this time. On Sep 18 alone, our Facebook posts had 6,209 views.

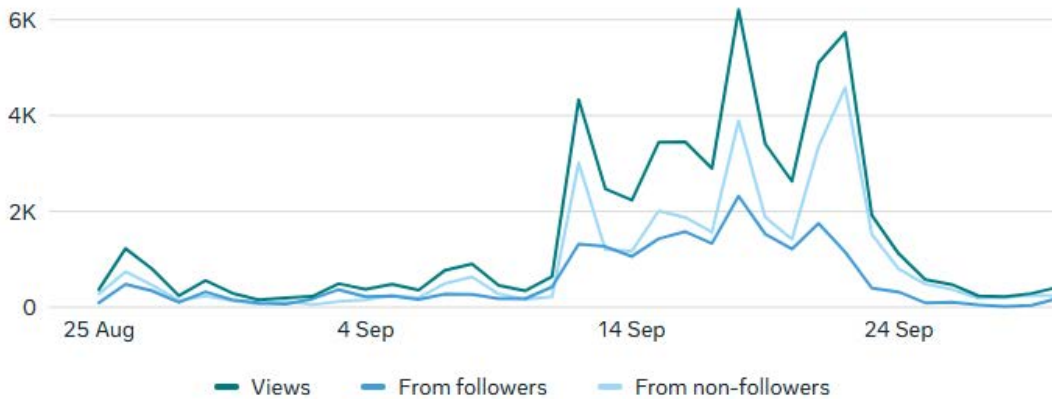
The total views for that time period are up 311% compared to Jul 19 – Aug 24, 2025.



Content Overview

From 56,060 views, 21,296 were from followers and 34,764 were from non-followers.

PVLIP reached 1,000 followers after the campaign was completed.



Views breakdown

25 Aug - 30 Sep

Total	56,060 ↑ 311.5%
From followers	21,296 ↑ 569.7%
From non-followers	34,764 ↑ 232.9%

APPENDIX D

