

## Grey Bruce Newcomer and Immigrant Women's Collective Two Year (April 2022 to March 2024) Strategic Plan

Grey Bruce Newcomer and Immigrant Women's Collective is for ALL women residing in Grey-Bruce who were not born in Canada, including:

- Permanent residents,
- Citizens, and
- Those who are neither (e.g. international students, refugee claimants, women on visitor or work visa etc.)

### Background

In 2019, Welcoming Communities Grey Bruce and United Way of Bruce Grey received funding from Immigration, Refugees and Citizenship Canada for a 17-month pilot initiative, Rural Pathways for Newcomer Women in Grey Bruce. The research and development project worked with visible minority newcomer and immigrant women, employers, employment services and other service providers to develop, implement and evaluate various pathways for visible minority newcomer women from various cultural, education and economic backgrounds to overcome employment barriers. As the project came to an end in December 2020, a group of women had developed a strong desire to continue to empower each other, and establish ways to support other newcomer and immigrant women in the region.

A moderate amount of seed money from the Welcoming Communities Grey Bruce supported phase 1 (April to August 2021) of the group's journey to form the Grey Bruce Newcomer and Immigrant Women's Collective. The women acquired knowledge in: group dynamics, the indigenous history and current struggles in the region, and concepts such as collective and social enterprise. A Working Group Guidelines document was developed. It would serve as a guide when the women worked together in phase 2 to create the Collective's strategic plan.

Phase 2 began in October 2021 with the support of a Community Foundation Grey Bruce grant which United Way of Bruce Grey and Welcoming Communities Grey Bruce had applied for on behalf of the group. This Two-Year Strategic Plan was completed in March 2022 by the following founding members of the Collective:

KeeMay Ip  
Lijie Cao  
Lin Liu  
Lucia Aditopo  
Marina Angeli  
Sharon Safra  
Yuan Liu  
Yuko Ueno-Velaitis

## Mission Statement

Provide a safe space for newcomer and immigrant women in Grey-Bruce to connect, support and empower each other, and to cultivate a relationship with the community at large that enhances the women's social, economic and civic integration.

## Vision Statement

A diverse and inclusive Grey-Bruce where newcomer and immigrant women are treated justly, and have opportunities to grow in their social, work and civic lives, as well as to contribute to their communities.

## Core Values

*Empowerment* - we believe that connecting with others who shared similar experiences helps newcomer and immigrant women to feel more supported and belong, and empowers us to grow together and personally.

*Equity* - we value the skills, experience and knowledge that newcomer and immigrant women in Grey-Bruce bring with them, and believe that we deserve equal opportunity as other residents in the community have to develop our potentials to the fullest in all aspects of our lives.

*Education* -we believe that for newcomer and immigrant women to feel welcomed in Grey-Bruce, it is important to promote awareness and acceptance of cultural diversity among the local people.

## Long Term Goals

The following goals will be fulfilled by the end of March 2024:

### *Goal#1*

The Collective will be the go-to organization for newcomer and immigrant women to connect with each other, and to get involved in the work of supporting social, economic and civic integration of newcomer and immigrant women in the region.

### *Goal #2*

Local residents throughout the region will have a better understanding of the challenges faced by newcomer and immigrant women, and a greater appreciation of the contributions newcomer and immigrant women make to the community.

### *Goal #3*

The Collective will have a business plan for a social enterprise, and the capacity to solicit some funds to kick start the plan.

## Yearly Objectives and Action Plan

Year 1 (April 2022 to March 2023)

Objectives	Action plan
<ol style="list-style-type: none"> <li>1. Launch social media presence, and distribute printed posters to let people know about the Collective. (Achieves goals 1 &amp; 2)</li> <li>2. Participate in a minimum of two community events that are organized by community partners to connect with a minimum of 10 organizations and 30 local residents, including newcomer and immigrant women. (Achieves goals 1 &amp; 2)</li> <li>3. Organize three virtual social gatherings to connect 24 newcomer and immigrant women in the region. (Achieves goal 1)</li> <li>4. Organize four in-person social gatherings to connect 32 newcomer and immigrant women in four communities: Hanover, Kincardine, Port Elgin, Owen Sound (Achieves goal 1)</li> <li>5. The founding members of the Collective will work with subject matter experts to further develop leadership skills, and learn about business plan and fundraising. (Achieves goals 1 &amp; 3)</li> </ol>	<p><u>Q1</u> (April-June 2022)</p> <ol style="list-style-type: none"> <li>1. Create and launch social media presence</li> <li>2. Create and distribute promotional materials</li> <li>3. Virtual social gathering in May</li> <li>4. Core members who participate in GBLIP's Train the Trainers Program share their learning with others</li> <li>5. Subject matter expert talks about fundraising at one of the regular meetings</li> </ol>
	<p><u>Q2</u> (July-September 2022)</p> <ol style="list-style-type: none"> <li>1. Participate in two community events to promote the Collective, and to connect with community organizations and members</li> <li>2. Core members who participate in GBLIP's Train the Trainers Program share their learning with others</li> <li>3. Keep social media contents up-to-date</li> </ol>
	<p><u>Q3</u> (October-December 2022)</p> <ol style="list-style-type: none"> <li>1. Virtual social gathering in November</li> <li>2. Two in-person social gatherings</li> <li>3. Core members who participate in GBLIP's Train the Trainers Program share their learning with others</li> <li>4. Subject matter expert talks about business plan writing at one of the regular meetings</li> <li>5. Keep social media contents up-to-date</li> </ol>
	<p><u>Q4</u> (January-March 2023)</p> <ol style="list-style-type: none"> <li>1. Virtual social gathering in January</li> <li>2. Two in-person social gatherings</li> <li>3. Core members who participate in GBLIP's Train the Trainers Program share their learning with others</li> <li>4. Keep social media contents up-to-date</li> <li>5. Evaluate achievement of objectives and celebrate success</li> </ol>

Year 2 (April 2023 to March 2024)

Objectives	Action Plan
<ol style="list-style-type: none"> <li>1. Continue to promote the Collective through social media and distribution of printed posters. (Achieves goals 1 &amp; 2)</li> <li>2. Participate in two to four community events that are organized by community partners to connect with a minimum of 10 organizations and 30 local residents, including newcomer and immigrant women. (Achieves goals 1 &amp; 2).</li> <li>3. Organize a regional event that will be attended by a total of 60 newcomer &amp; immigrant women and other community members. (Achieve goals 1 &amp; 2)</li> <li>4. Organize three virtual social gatherings to connect 24 newcomer and immigrant women in the region. (Achieves goal 1)</li> <li>5. Organize four in-person social gatherings to connect 32 newcomer and immigrant women in four communities: Hanover, Kincardine, Port Elgin, Owen Sound (Achieves goal 1)</li> <li>6. Develop business plan and fundraising strategy (Achieves goals 1 &amp; 3)</li> </ol>	<p><u>Q1</u> (April-June 2023)</p> <ol style="list-style-type: none"> <li>1. Revise and distribute promotional materials</li> <li>2. Virtual social gathering in May</li> <li>3. Regional event in June (June 27 is Canada Multiculturalism Day)</li> <li>4. Core members who participate in GBLIP's Train the Trainers Program share their learning with others</li> <li>5. Keep social media contents up-to-date</li> </ol>
	<p><u>Q2</u> (July-September 2023)</p> <ol style="list-style-type: none"> <li>1. Participate in two to four community events to promote the Collective, and to connect with community organizations and members</li> <li>2. Core members who participate in GBLIP's Train the Trainers Program share their learning with others</li> <li>3. Keep social media contents up-to-date</li> </ol>
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