
Community Inclusion Grant Projects

Cam Stewart

**Alberta Human
Rights Commission**

Foster Equality & Reduce Discrimination

- Increase awareness
- Support Albertans
- Encourage meaningful collaborations





Human Rights
Education and
Multiculturalism
Fund

Community Inclusion Grant Program

Community Inclusion Grants



Advancing municipal planning and strategies associated with building Welcoming and Inclusive Community (WIC) or a Coalition of Municipalities against Racism and Discrimination (CMARD)

Community Inclusion Grants



- Provide up to \$10,000 (75% contribution)
- Alberta municipality
- Up to 1 year project

Funding for Change

CHANGE
STARTS HERE.
CAN WE COUNT YOU IN?

- What WIC strategy or CMARD commitment is addressed?
- Are stakeholders engaged throughout the project?
- What barriers to participation will be removed?
- What is going to change and how can you measure it?

Application Process

- **Community Inclusion deadline** - September 15th
- Projects to run between January 1 and December 31
- Grant guidelines and criteria can be found at www.albertahumanrights.ab.ca/fund/financial_assistance.asp
- Obtain advice from a Commission consultant
- Email cam.stewart@gov.ab.ca

Order of presentations...

1. Chestermere
2. Jasper
3. Medicine Hat
4. RM of Wood Buffalo
5. St. Albert
6. Strathcona County
7. Wainwright
8. Lethbridge
9. Cold Lake
10. Whitecourt
11. Banff / Bow Valley
12. Cochrane
13. Wetaskiwin



2015-16 Community Inclusion grant:

Rural South Central Alberta Regional Forum on Inclusion Strategies

City of Chestermere

Sumon Mamun, CSD

smamun@chestermere.ca

403-207-7046

Danielle Fermin, FCSS

dfermin@chestermere.ca

403-207-8152



The project...

- Inclusion Forum – Rural Regional
 - Frameworks and formula
 - Keynote speech
 - Best practice presentations
 - Experimental activities
 - Discussion Café
- Cultural Celebration
 - Cultural exchange within the community.
 - A “museum without walls” concept.



Anticipated outcome...



- An engaged network of Municipal leaders working together to increase capacity to build Welcoming and Inclusive Communities
- Cultural Celebration
 - Celebrate diversity in Chestermere.
 - Shared experiences helps break down barriers.



Major challenges/successes...

Challenges

- Time management

Successes

- Formed a Regional Inclusion Coalition in Rural South Central Alberta
- The Cultural Celebration strengthened partnerships and created an increased a sense of community pride





Moving forward...

- Received second Community Inclusion grant in 2017: Roadmap to CMARD
 - Inclusion Coalition meeting twice a year – to create a platform to share knowledge, tools and best practices
 - Awareness communication, need assessment and advocacy to be a CMARD signatory
 - Anti-racism and Anti-oppressive capacity building
 - Incorporate CMARD commitment into City's social Plan
- Celebrating Diversity in Chestermere





2015-16 Community Inclusion grant:

Fostering a Welcoming and Inclusive Jasper Community

Municipality of Jasper

Kathleen Waxer, Director of Community and Family Services

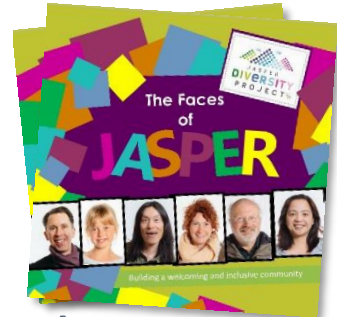
Contact: kwaxer@town.jasper.ab.ca; 780-852-8139





- Jasper Diversity Photo Project

- Book
- Movable Banners



← The book!

- Proclamation on Jasper as a Welcoming and Inclusive Community
- Expansion of the Jasper Community Team and Collaborative Action Teams to be more inclusive of underrepresented groups in the community.



Anticipated outcome...



The hope for this project is that, in seeing fellow citizens publicly proclaiming the personal characteristics that make them different, residents might then alter their perceptions and see that differences are not to be feared, in turn, encouraging a community discussion about the isolating and damaging effects of social exclusion in its many forms.



Major challenges/successes...

Successes

- Jasper Diversity Project book
- Movable banners displayed in public places

Challenges

- How does the idea of “inclusiveness” relate to individuals whose words and deeds alienate or exclude others?

The banners!



Moving forward...

- Expand the photo project by collecting more photos
- Create and display street banners featuring the Jasper Diversity photo project
- Continue to foster genuine inclusiveness in Jasper's unique community development model
- Assist municipality and other organizations in Jasper in adopting an "inclusive" lens in their activities.



2015-16 Community Inclusion grant:

Raising the Curtain

A Celebration of Diversity and Inclusion

City of Medicine Hat

Leslie Jerry, Community Inclusion Coordinator, Social
Development & Senior Services

Contact: lesjer@medicinehat.ca 403-502-8086



The project...

- World Café March 21st, 2016
 - 40+ participants
 - Gaps identified
 - Major theme – creating a medium to learn, celebrate diversity and inclusion. - Raising the Curtain
- Under the banner of *Raising the Curtain*
 - open invitation to all groups wishing to share their culture, experiences
 - 21 free events across Medicine Hat March 19-22, 2017
 - Advertising of the Initiative and of Events
 - www.medicinehat.ca/Diversity



Anticipated outcome...

- To build on the welcoming and inclusiveness of Medicine Hat by inviting the public to share, to learn, to participate, and ultimately to connect with diverse people across the community.
- Barriers to participation have been actively removed.



Major challenges/successes...

Challenges

- Time

Successes

- Community Partners and Public Members – who've brought their passion and commitment to Raising the Curtain
- 21 Events over 4 days March 19-22



Moving forward...

- Establishing *Raising the Curtain* as an annual Event
- Building on the Success and Energy of the event
- Welcoming more groups to the Table
- Strengthening the culture of welcome and inclusion
- Deepening awareness and community connection





REGIONAL MUNICIPALITY
OF **WOOD BUFFALO**

2015-16 Community Inclusion grant:

Diversity Plan 2016 and Beyond

Regional Municipality of Wood Buffalo

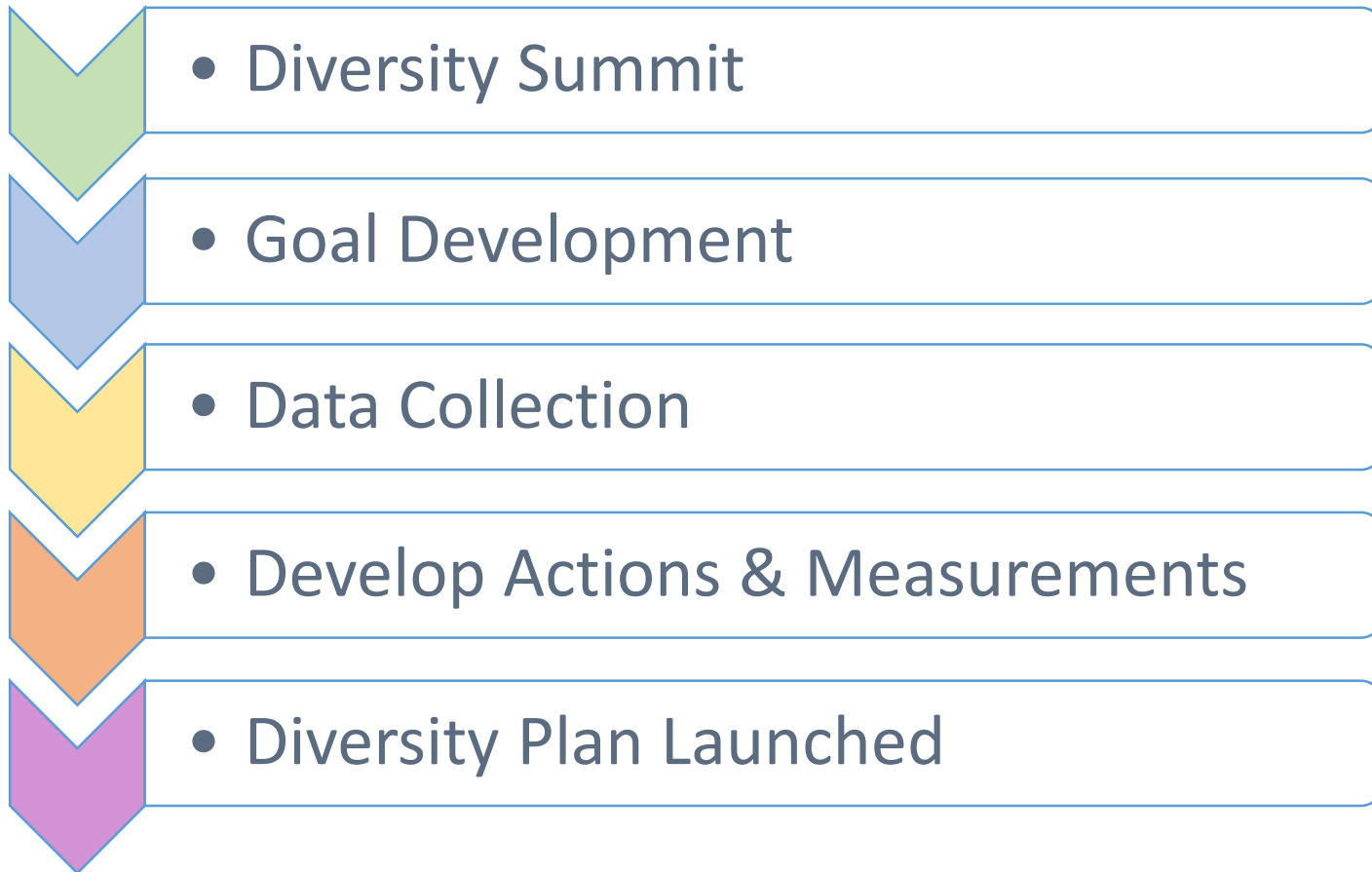
Caitlin Downie & Tinna Ezekiel

Social Planning, Community Services

Contact: diversity.woodbuffalo@rmwb.ca



The project...



Anticipated outcome...

- Increased community engagement
- Provide opportunities to involve vulnerable and marginalized populations
- Raise awareness of barriers & challenges
- Develop a community diversity plan



Major challenges/successes...

- “After the fire there is a lot of loss. We are lost right now.”
- Fishbowl Syndrome
- “...there is no safe place for us to go. The last time an event was held [in] public someone burned our pride flag”.



Moving forward...

- Support implementation of the Diversity Plan
- Develop strong partnerships and collaborative initiatives
- Build capacity among communities and organizations
- Increase education of diversity and inclusion
- Empower the community to drive change



2015-16 Community Inclusion grant:

“It Starts with Me”

Diversity and Inclusion Education and Awareness Campaign

City of St. Albert

Leanne MacMillan, Community & Social Development

Contact: Imacmillan@stalbert.ca 780-459-1574



The project...

- AUMA's Measuring Inclusion Tool (WIC) utilized to focus strategies on:
 - Learning sessions for City staff
 - Website alignment, social media, newspaper ads
 - Creation and promotion of one minute animation



To view the video, go to stalbert.ca and search "Diversity and Inclusion"



Anticipated outcome...

- Increase awareness of inclusion & diversity for city staff and the recognition that it “Starts with Me”
- Promote St. Albert as a welcoming and inclusive community by:
 - Creating a white board animation that provides a platform for community learning
 - Creating information bulletins to raise awareness on who may be excluded (Alberta Human Rights protected grounds). Plant the seed of “It Starts With Me” to move to inclusion.



Major challenges/successes...

Challenges

- Difficult to measure if we are 'moving the needle'; this is a long term commitment of learning and change

Successes

- Internal learning evaluations
- Whiteboard animation produced and posted



Moving forward...

City of St. Albert 2017 Community Inclusion initiatives:

- Build on 2016 initiative to move from ‘awareness to action’ by:
 - Creating and promotion of additional whiteboard animation(s)
 - Internal and external learning events
 - Paid and social media promotion



2015-16 Community Inclusion grant:

Explore new paths to building inclusive ethno-cultural communities in Strathcona County

Strathcona County

Erfan Tabarsi, Family and Community Services

Contact: Erfan.Tabarsi@strathcona.ca, 780-416-7287



The project...

- To increase public awareness and celebrate diversity in Strathcona County.
- In collaboration with community partners organize and attend community events to promote Unity and Diversity.
- To inform newcomers of services and programs available.
- Through renewal of our social framework, a survey w/ ~ 8000 residents community safety & inclusion for all came up as one of the top priorities.



Anticipated outcome...

- Residents in Strathcona County become more aware of increased multiculturalism and diversity within their community and neighbourhood.
- Everyone to be included in the community activities and participate in events regardless of their background.
- Residents become more welcoming and accepting of people from different ethno-cultural background.
- Residents to be more engaged in their community.



Major challenges/successes...

- We were able to partner with other community groups to promote diversity in our community.



Moving forward...

- Continue to promote social inclusion for people of all backgrounds as part of our Social Framework Development.
- For the first time we are planning to host Heritage Festival in Strathcona County.
- Continue to promote programs & services for newcomers (i.e., ESL classes, financial literacy, settlement information, etc.)
- Use funds from Canada 150 grant to match residents with newcomers to show them around the County through our Host Program.



2015-16 Community Inclusion grant:

Wainwright Welcoming and Inclusive Project

Town of Wainwright

Carley Herbert, Economic Development

cherbert@wainwright.ca | 780.842.3381



The project...

- Bridge Newcomers and Community with a series of events designed to integrate newcomers into the community
- Design and print relocation books for inclusion in Welcome to Wainwright bags
- Purchase Foreign to Familiar books to distribute within the community to raise the awareness of cultural differences and tolerance
- Develop Welcome to Wainwright banner to go across Main Street to welcome newcomers



Anticipated outcome...

- Increased public awareness
- Increased community engagement
- Increased services for newcomers
- Increased cultural awareness



Major challenges/successes...

Successes

- New events very successful at bringing community and newcomers together
 - Newcomer Skating event – over 60 attended
 - Family Day Fun event – over 220 attended
- Increase in newcomer service and business referrals
- Newcomer Community Conversation resulted in future Ambassador project idea

Challenges

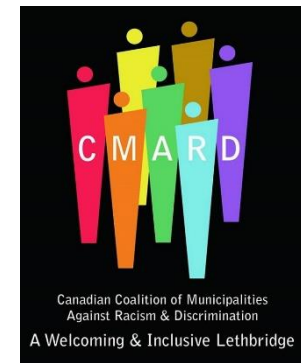
- Agency time and resources as well as newcomer engagement



Moving forward...

- Continuation of new events
- Continued participation in established events
- Create registration portal for newcomers to track needs and provide services
- Find funding to hire Ambassadors to reach out, engage and assist newcomers





2015-16 Community Inclusion grant:

Bonvenon: A Welcoming & Inclusive Space

City of Lethbridge

Roy Pogorzelski, Community & Social Development

Contact: roy.pogorzelski@Lethbridge.ca (403) 320-4130



The project...

- To create a sense of “Neighbourhood” in the downtown core.
- Engagement of business owners, agencies, residents, community groups on an inclusive, welcoming and safe downtown.
- Free 3 phase training to businesses and agencies
 - Based from work in the “Advancing Equity and Inclusion: A Guide for Municipalities” (CAWI).
- Social Media Marketing Campaign



Bonvenon

A WELCOMING & INCLUSIVE SPACE

knowledge **1**

DIVERSITY & INCLUSION
INFORMATION SESSION

Bonvenon: Creating Welcoming and Inclusive Spaces

experience **2**

DIVERSITY & INCLUSION
INFORMATION SESSION

Bonvenon: Creating Welcoming and Inclusive Spaces

action **3**

DIVERSITY & INCLUSION
INFORMATION SESSION

Bonvenon: Creating Welcoming and Inclusive Spaces



Anticipated outcome...

- Affordable and Accessible education and awareness on inclusion, diversity and equity to downtown businesses & agencies.
- Create a safe and welcoming sense of Neighbourhood
- Reduce incidents of discrimination
- Ensure all citizens have the right to participate and be valued in the downtown



Major challenges/successes...

Successes

- Free Training session with KPMG and McMan Youth Services (Champion work)
 - Great feedback, provided Bonvenon decal
- Dialogue report with 7 businesses and a number of community agencies

Challenges

- Time for business owners to meet
 - Scheduled meetings at unorthodox times



Moving forward...

- To train a number of businesses and agencies in our 3 stage training and provide the decals
- Provide a media launch with political leaders to discuss Bonvenon
- Further opportunities for engagement of new businesses and a chance to build relationships with existing businesses, agencies and residents
- Continued Educational Marketing opportunities
- Thank You





2015-16 Community Inclusion grant:

Measuring Inclusion Evaluation Report

City of Cold Lake

Presented by Darren Reedy, AUMA on behalf of the City of Cold Lake

Contact: Kim Schmidtz; 780-594-4495 ext. 8028



The project...

- Use AUMA's Measuring Inclusion Tool to:
 - Gather information on the inclusiveness of the municipality and community
 - Use the feedback to develop strategies and action plans

Community-based

Responses to incidents of discrimination
Social & community services
Public attitudes & awareness
Capacity of community organizations

Municipal-based

Leadership & accountability
Employee engagement & education
Social and community services
Citizen and community engagement



Anticipated outcome...

- In a position to enhance overall corporate strategic planning by integrating the inclusion strategies that were identified through the community evaluation



Major challenges/successes...

Challenges

- Maintaining interest by residents and community organizations to attend multiple workshops

Successes

- Obtaining input from 791 residents → five percent of the community's population



Moving forward...

- Future plans will be dependent on the priorities and direction of the incoming inclusion coordinator





2015-16 Community Inclusion grant:

Inclusion in Sport

Town of Whitecourt

Chelsea Grande, Director of Community Services

Contact: chelseagrande@whitecourt.ca, 780-778-2273



The project...

- Worked with a diverse range of community members (including but not limited to employees, board members, coaches, players, community youth, Mayor's Youth Committee) to create a 20 minute video on Inclusion In Sport.
- Developed a policy, that was approved by Council, in which teams utilizing any Town of Whitecourt Indoor or Outdoor Recreation Facilities may be required to watch the video prior to utilizing the facilities.



Anticipated outcome...

- That sport programs within the community will become more accepting and diverse, increasing physical activity and sport participation in children and youth.
- That facilities will become more inviting and the overall sport experience will be enhanced for all community members.
- That the drop-off of female youth participation in sport will be reduced.



Major challenges/successes...

Challenges

- It took much longer than expected to produce the video.

Successes

- Council was very supportive of the policy.
- The Family Community Liaison programs expressed an interest in using the video for some of their groups.
- The video project stimulated discussions, among people that wouldn't normally converse, regarding inclusion and different practices, levels of tolerance, policies and training requirements within different sport organizations. These discussions resulted in some organizations changing their policies, practices and training requirements.



Moving forward...

- Utilize the video more.
- Work with the local schools to include the video in their classrooms.
- Create additional videos focusing more in depth on the role of coaches and boards in regards to inclusion.





BOW VALLEY
IMMIGRATION
PARTNERSHIP
stronger together



2016-17 Community Inclusion grant:

Bow Valley Workplace Inclusion Charter

Bow Valley Immigration Partnership

Meagan Reid, Town of Banff FCSS

Contact: bvip@banff.ca 403 431 0705



The project...

- Employers commit to 5-15 key actions to promote inclusion in the workplace & the community
- In return, they get:
 - Clearly identified priorities & actions
 - Supporting resources
 - One key contact for questions, support, & feedback
 - Recognition: decals, certificates, media coverage etc.



Anticipated outcome...

- Foreign-born locals access the services they need
- Workplaces nurture inclusion & connection
- Specific, pressing needs are addressed
 - Ex: employment standards, language learning, family reunification... health?
- Employers & service providers work together better
- Morale, productivity, attraction, and retention improves



Major challenges/successes...

Challenges

- Reaching 'problem' employers
- Auditing implementation
- Sustainable funding

Successes

- Employer & service provider engagement
- Industry association support



Moving forward...

- Launch this month!
 - Presentations to groups, associations, and key employers
- Reevaluate throughout pilot year
- Begin planning for year 2 in September

For more information, please watch for updates at:
www.bvipartnership.com





2015-16 Community Inclusion grant:

Equity & Inclusion Initiative: An Inside/Out Approach

Town of Cochrane

Melissa Engdahl: Family & Community Support Services

melissa.engdahl@cochrane.ca | (403)851-2293



The project...



Complete Community

Current Activities:

- Equity & Inclusion Champion Award
- Increased Overall Awareness
- Cross-Sectoral Representation on Joint Committees
- Best Practices & Insights

Upcoming Activities:

- Community Cultural Hub
- Transportation
- Internal Programs/Services
- Targeted Community Consultations
- Planning Processes



Anticipated outcome...

- Increased capacity of committee
- Increased capacity of organization
- Increased support within the organization
- Increased community engagement



Major challenges/successes...

Challenges

- Human capital required
- Dominant discourse & Reframing

Successes

- Dominant discourse & Reframing
- Community Award!



Moving forward...

Two identified focus areas/momentum:

1. Accessibility
2. Your Life Out (LGBTQ+)





2016-17 Community Inclusion grant:

The Wetaskiwin Community Inclusion Project

City of Wetaskiwin, AB

Linda Mueller, Manager, Family and Community Support Services (FCSS)

Contact: linda.mueller@wetaskiwin.ca, 780-361-4424



Welcoming & Inclusive Communities

The project...

- Will support the commitment of the CMARD, giving the community a voice in anti-racism initiatives and decision-making.
- Will assess cultural needs within the city.
- Will engage and collaborate with community partners to develop programs that respond to cultural needs and encourage cultural beliefs and practices that are consistent with human rights legislation.
- Will plan community involvement opportunities to develop additional programs and evaluate existing programs.
- Will assess appropriate planning required to develop additional programs
- Will engage stakeholders to commit to work together
- Will engage neighboring First Nation communities to ensure all steps to plan programs and activities are inclusive of cultural beliefs and improve quality of life for all.



Anticipated outcome...

- By providing an opportunity for all community stakeholders, residents, neighbors and organizations to meet and discuss community needs, many of the social needs in Wetaskiwin would be identified and plans to respond to needs could begin. Through community and neighboring collaboration and positive partnerships, inclusive discussion would be encouraged and racism and discrimination defeated.



Expected challenges...

- A major challenge will be to ensure that all community stakeholders, residents, neighbors and organizations have the opportunity to gather together in order to share community needs and plan collaborated responses.



Moving forward...

- The process of community collaboration in identifying and responding to various social needs will support the renewal of community relationships, building a community that is inclusive, strengthened and restored.



Questions & Answers

