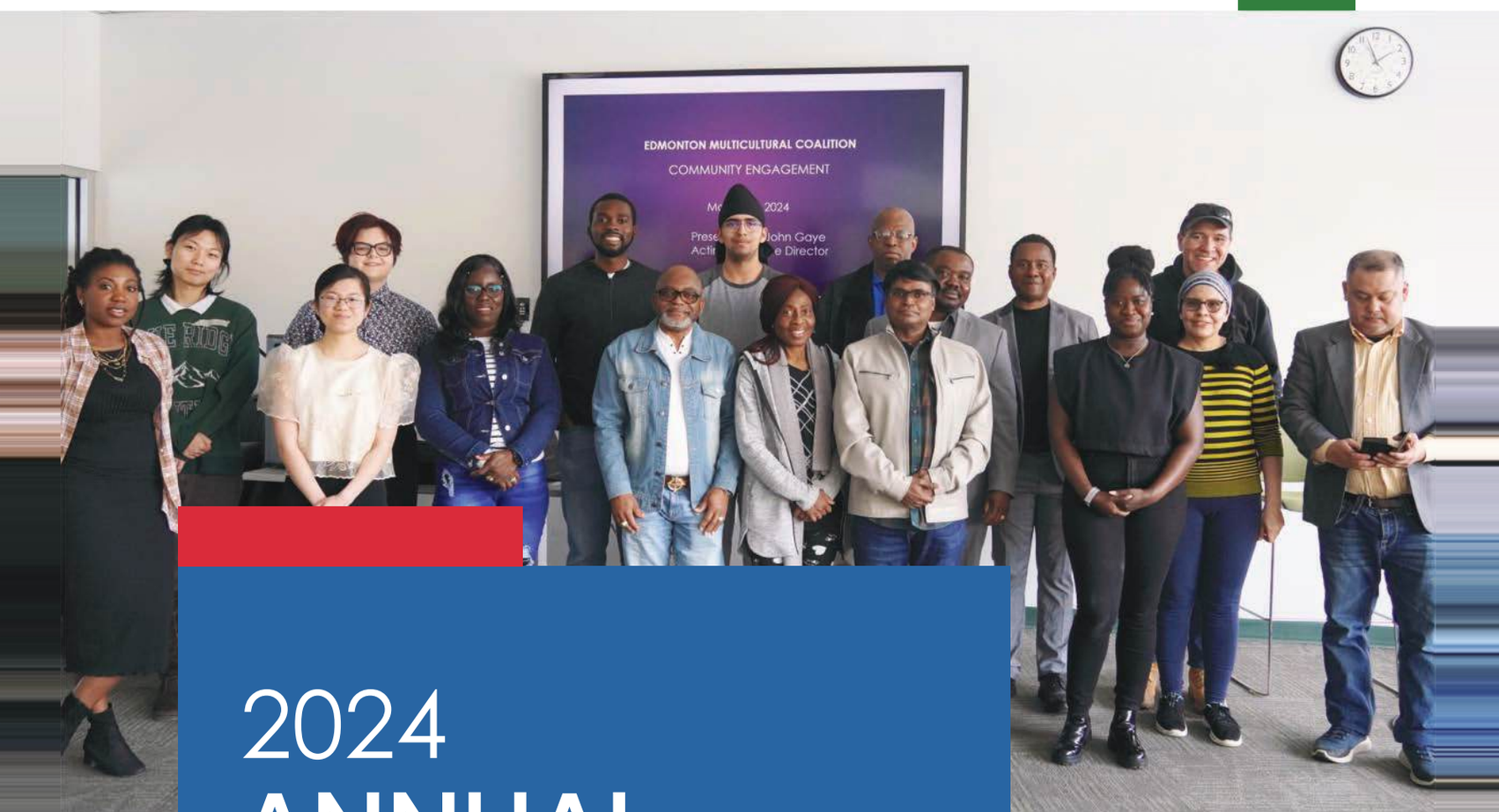
Edmonton Multicultural Coalition



2024 ANNUAL REPORT

www.emcoalition.ca

MESSAGE FROM THE PRESIDENT
Dr. HM Ashraf Ali
Edmonton Multicultural Coalition Association

I am honoured to be part of the Edmonton Multicultural Coalition Association (EMCA) as the President of the Board of Directors in 2024. This year started with many challenges, but together with the Board and our new Executive Director, we were able to sustain the organization and make progress.

As we reflect on the past year, I am immensely proud of the strides we have made together as a community and as an organization. The resilience, dedication, and innovation demonstrated by our team and partners have been truly inspiring.



As we move forward, our focus remains on serving ethnocultural communities, equity-deserving communities, and building and maintaining networks. We are dedicated to investing in sustainable projects and practices that not only drive our growth but also contribute positively to society.

I extend my deepest gratitude to our employees, partners, and stakeholders. Your unwavering support and dedication are the pillars of our success. Together, we will continue to navigate the future with confidence and purpose.

Despite the many challenges we experienced during the year, we have navigated this period with unwavering commitment. Our strategic initiatives have not only sustained our operations but have also positioned us for future growth and success. Key achievements this year include:

 Anti-Racism Projects: We implemented several anti-racism workshops that brought people together to discuss the impacts of racism and how to address. The workshops also created cross-cultural awareness and connections.

 Community Engagement: Our commitment to community involvement has been reinforced through numerous outreach programs, fostering stronger relationships and positive impacts.

 Sustainability Efforts: We have made significant advancements in our sustainability goals, making new partnerships.

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• Sustainability Efforts: We have made significant advancements in our sustainability goals through innovative projects, making new partnerships and collaborations.

MESSAGE FROM THE EXECUTIVE DIRECTOR

John Gaye



“Strength and growth come only through continuous effort and struggle.” - Napolean Hill

As I reflect on the past year, I am filled with a deep sense of gratitude and pride for what we have achieved together. This year has been one of significant progress, resilience, and community impact, all made possible by the unwavering support of our donors, volunteers, partners, and dedicated staff.

Our mission to support ethnocultural and equity-deserving communities has seen remarkable strides this year. Here are some highlights:

 Program Expansion: We successfully launched our new capacity building initiative in collaboration with the Edmonton Construction Association, which has already made a significant impact by connecting job seeker with employers.

 Community Engagement: Through our outreach efforts and anti-racism projects, we engaged over 500 individuals, fostering stronger community ties and raising awareness about racism, its impacts on people of colour, how to address it, and the need for cross-cultural connections.

 Support Services: We expanded our support services to include career development initiative for immigrant youths, ensuring that we meet the diverse needs of the communities we serve.

This year was not without its challenges. Taking over as the new Executive Director in the face of funding cuts tested our resilience and adaptability. However, we emerged stronger, thanks to the innovative solutions and collaborative spirit of our team. Our ability to pivot and adapt has enabled us to continue providing essential services without interruption. As we move into the next year, our commitment to fostering community engagement and socio-economic integration remains steadfast. We are excited to embark on new initiatives that will further our impact and reach.

I extend my deepest gratitude to all of you – our supporters, volunteers, staff, and partners. Your dedication, generosity, and unwavering belief in our mission have been the driving force behind our successes. Together, we have made a profound difference, and together, we will continue to build a brighter future for our community.

Edmonton Multicultural Coalition

OUR MISSION

A strong, vibrant community strengthened through equitable.



OUR VISION

Through civic engagement, foster multicultural and socio-economic integration.





EMCA Housed on Traditional Land of Treaty 6 Territory.

EMCA acknowledges the diverse Indigenous peoples whose ancestors' footsteps have marked this territory for centuries, such as Cree, Dene, Saulteaux, Blackfoot, Nakota Sioux,Metis and Inuit

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COMMUNITY ENGAGEMENT



Over the past year, we have made great progress in connecting Edmonton diverse ethnocultural communities. Through a series of community engagements, we heard from communities regarding the challenges they face, including the need for youth engagement, and access to resources among others.

A key theme that emerged was the need for stronger support systems to help newcomers navigate the Canadian system. Communities also expressed their desires for stronger intercultural connections, emphasizing the importance of breaking down barriers to create a more inclusive city.



While many appreciated the **EMCA's** efforts in connecting people and providing essential services, there were calls for even broader conversations to reach a wider audience.

Moving forward, we are committed to addressing these concerns, continuing to build relationships across communities, and ensuring our work remains relevant and responsive to the needs of ethnocultural communities in Edmonton.

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ANTI-RACISM WORKSHOPS

A THOUSAND STEPS: ANTI-RACISM AND CROSS-CULTURAL AWARENESS

One of our anti-racism projects called A Thousand Steps: Anti-Racism and Cross-Cultural Awareness, focused on finding ways to promote racial equity and build stronger connections across cultures in Edmonton. The project created a forum where participants discussed the importance of recognizing people as individuals, rather than just by their race. Participants emphasized the need for government policies and services to better support people of colour and new immigrants. One of the key issues raised was the challenge many immigrants face when their foreign credentials are not recognized, as well as the Canadian experience barrier in the job market.

During the workshop, participants discussed how important it is to recognize people as individuals, rather than just by their race. They also talkedabout the need for government policies and services to better support diverse communities. One of the key issues raised was the challenge many immigrants face when their foreign credentials are not recognized, as well as the Canadian experience barrier in the job market.

To address these challenges, participants recommended changes in hiring practices, such as removing demographic identifiers from job applications, revising HR policies, and creating anti-racism programs in workplaces. A significant part of the conversation focused on how mainstream groups often fail to genuinely engage people of color. This highlighted the need for everyone to reflect on their own racial privilege and ensure that marginalized voices are heard and valued.

The workshop's insights will help guide the Coalition future work in promoting racial equity and cultural awareness in Alberta.





BREAKING RACIAL BARRIERS

JUNE 15,2024

On June 15, 2024, we hosted the "Breaking Racial Barriers" workshop at Clareview Recreation Centre. The event brought together a diverse group of people from various backgrounds, including students, employers, hiring agencies, healthcare workers, and leaders. The goal was to address issues of race and inclusion, offering practical ways to break down racial barriers in different settings, especially in the workplace.





The workshop focused on the idea that equity (fairness) is more important than equality (sameness) and how creating inclusive workplaces goes beyond treating everyone the same. It encouraged participants to challenge racism in policies and behaviors. The EMC’s mission is to build a culture where everyone, no matter their background, can succeed. Key topics included building cross-cultural connections, addressing unconscious bias, and promoting fairness and transparency in workplaces and institutions.

Workshop participants stressed the need for open conversations, systemic change, and equal opportunities for all as important steps toward creating a more inclusive and supportive community for everyone in Edmonton.

TOGETHER WE STAND
EVERY SHADE EVERY BACKGROUND EVERY COLOR
SEPTEMBER 7, 2024

As part of the ongoing initiative to promote anti-racism and inclusivity, a workshop titled Together We Stand: Every Shade, Every Background, Every Colour was held to bring together Edmontonians of all races, including leaders of communities and organizations. The workshop focused on addressing systemic racism, especially in education, healthcare, and employment. Participants shared ideas on how individuals, organizations, and governments can collaborate to make meaningful change regarding racism. A key discussion point was the role of inclusive language in shaping attitudes towards race and how to track the success of anti-racism initiatives. The event emphasized the importance of unity and cultural awareness in overcoming barriers.





It was clear that education and open conversations about race are crucial for building an inclusive community. As a result of the workshop, the Edmonton Multicultural Coalition committed to developing an action plan that includes outreach, training, and policy advocacy to reduce racism and celebrate diversity.

EMBRACE YOUR BEAUTY - HAIR WITHOUT BORDERS

OCTOBER 26, 2024

In our ongoing commitment to fostering inclusivity, we held a workshop that addressed the complex issue of hair discrimination. The event provided a platform for deep, meaningful conversations about how hair connects to cultural identity and the harmful effects of bias, particularly for individuals in the **BIPOC** community.



in storytelling, hands-on activities, and cultural exchanges to explore the significance of hair across different cultures. Through shared personal experiences, attendees gained a better understanding of how hair can be a powerful symbol of identity and pride, while also serving as a target for discrimination, especially in professional environments.

The workshop emphasized the importance of challenging stereotypes and advocating for inclusive beauty standards. By highlighting the harmful impacts of hair bias, it offered practical solutions for addressing this issue—empowering participants to act and create positive change in their communities.

As we continue to raise awareness and promote hair diversity, we remain dedicated o providing spaces for cross-cultural connections and inclusivity. Our work is far from over, and we look forward to future events that celebrate the beauty of all hair types and challenge discriminatory norms.

CITY OF EDMONTON ANTI-RACISM SHOWCASE





We were privileged to attend the City of Edmonton Anti-Racism Showcase, which celebrated the efforts to combat racism in the community. The event highlighted initiatives funded by the 2023 Anti-Racism Grant and gave the Edmonton Multicultural Coalition a platform to share our anti-racism projects and their impact on promoting inclusivity, equity, and understanding in Edmonton.

It was an inspiring experience to see the meaningful work being done by other organizations and to share the impact of our own projects. We are grateful for the opportunity to participate.

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EDMONTON MULTICULTURAL COALITION

EMBRACING EVERY CULTURE

Find Us | *We're Social* Edmonton Multicultural Coalition





A STEP TOWARDS ENGAGING THE MULTICULTURAL COMMUNITY IN THE CONSTRUCTION INDUSTRY.

CONSTRUCTION JOBS INFORMATION SESSION AND CAREER FAIR
NOVEMBER 6, 2024

A significant step towards a more inclusive Edmonton took place at the Construction Jobs Information Session and Career Fair, where over 120 participants—primarily new immigrants—gathered to explore career opportunities in the construction industry. The event, hosted in partnership with the Edmonton Construction Association, aimed to break down barriers and promote diversity in a sector traditionally underrepresented by diverse communities.

Attendees had the chance to engage directly with industry professionals, learning about various roles in construction, including trades, and the skills required to succeed in this growing field. The event was more than just an informational session; it provided a space for networking and personal connections, resulting in several individuals securing job interviews and employers expressing a keen interest in adopting more inclusive hiring practices.

The success of the event underscored the critical need to build a diverse workforce that reflects the growing diversity of our community. By connecting newcomers with industry professionals and providing valuable resources, the event helped open doors for many to enter the construction sector and begin building their careers in Edmonton.

Looking ahead, both the Edmonton Multicultural Coalition and the Edmonton Construction Association are committed to continuing these efforts. Plans are already underway to offer mentorship, training, and more career-building opportunities, helping to strengthen the workforce of the future. Together, we are building a stronger, more diverse Edmonton—one that thrives on the contributions of everyone.



ACTIONS THIS SUMMER

The Labour Day Youth Soccer Tournament for U9 and U13 players took place on Saturday, August 31, 2024, at Londonderry Community Field. Organized by the Liberia Community Youth and Kids Soccer Mini Talent, the event brought together young athletes from different backgrounds to compete and celebrate the spirit of sports.

The tournament not only showcased the talents of the players but also highlighted the importance of sports in building cultural connections and promoting racial harmony. Sports serve as a universal language, uniting people of all races,nationalities, and ethnicities. Beyond the competition, the event emphasized the physical, social, and mental benefits of sports, while also fostering stronger community ties and combating discrimination.

"Success is no accident. It is hard work, perseverance, learning, studying, sacrifice, and most of all, love of what you are doing or learning to do." - **Pele**





Teams from three different communities participated in the tournament: the Eritrea Soccer Team, the All-Nations Soccer Team, and the Liberia Soccer Team. Each team displayed incredible skills, teamwork, and sportsmanship throughout the day. The event concluded with an awards ceremony where outstanding players and teams were recognized for their exceptional performances.

Andile Ngwenya, Program Coordinator of the Edmonton Multicultural Coalition, presented trophies and medals to the winners, celebrating their achievements and contributions to the tournament.

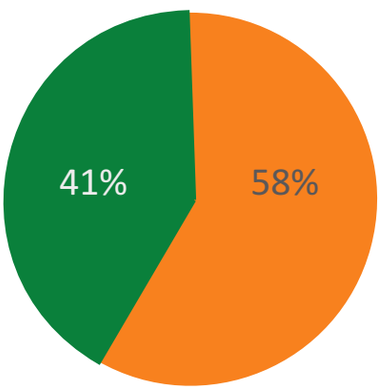
Overall, the Labour Day Youth Soccer Tournament was a huge success, serving as a reminder of the positive impact sports can have in bringing people together, regardless of their background.

Edmonton Multicultural Coalition

FINANCIAL STATEMENTS

REVENUE

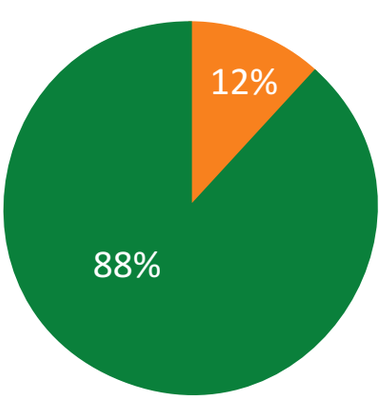
FCSS Grant	**$166,950**
Grants and other funds	**$117,343**
Other income	**$1,861**





EXPENSES

Operational Costs	**$29,635**
Program Costs	**$220,944**





Our Key Funders

2003-2004

Alberta Culture
Multiculturalism and Status of Women Alberta
Trade
Immigration and Multiculturalism
Canadian Parks and Recreation
Association **(CPRA)**
Community Initiatives Program **(CIP),**
Alberta Government
City of Edmonton **(COE)**
Community Investment Operating Grant **(CIOG)**
Emerging Immigrant and Refugee
Communities Grant **(EIRC)**
Family and Community Social Services **(FCSS)**

OUR KEY PARTNERS

2003-2004

EDMONTON CHAMBER OF VOLUNTARY ORGANIZATION **(ECVO)**

EDMONTON INTERCULTURAL CENTRE **(EIC)**

EDMONTON CONSTRUCTION ASSOCIATION

EDMONTON FOUNDATION OF COMMUNITY

LEAGUES **(EFCL)**

GREATER EDMONTON ALLIANCE **(GEA)**

JEWISH FAMILY SERVICES EDMONTON **(JFSE)**

WE AND THE WORLD CENTRE **(WAW)**

WE WOULD ALSO LIKE TO RECOGNIZE THE CONTRIBUTIONS OF RECENT FORMER STAFF:

Tania Ymbi, Community Animator Coordinator – All Together Now 2022

Shambhu Nath Chowdhury, Office Administrator, 2022

WHO WE ARE

2024 BOARD OF DIRECTORS

Dr. HM Ashraf Ali, President
Lawrence Florkiah, Vice President
Anupama Deshpande, Treasurer
Edith Ebakole-Ukhun, Secretary
William Chea, Member
Manny Bautista, Member
Mary Joe Aissa, Member

2023-2024 STAFF

Tapagni Chakraborty, Project Coordinator - Igniting Impact

Buhlebenkosi Fiona Mpofu, Project Coordinator - Building Youth leaders together through Soccer

(BYLTTS)
Amena Shehab, Project Coordinator – Telling Stories Together – Youth Lens
Andile Ngwenyn, Program Coordinator

2023 ANIMATORS

Amena Shehab (Syria)
Durga Luitel (Nepal)
Nicole Nebril (Philippines)
Maude Chea (Liberia)
Mian Wang (China)
Koussigue Derping (Chad)
Tarik Dafla (Eritrea/Ethiopia)

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