



Immigration Matters Campaign

Hello all, as we are working to make our city of Lloydminster a more welcoming and diverse community, the Local Immigration Partnership (LLIP) is embarking on a project that recognizes the economic, social and cultural benefits of immigration in Lloydminster.

The Immigration Matters campaign aims to show the benefits of immigration at the local, community level and we need your help in doing that.

We're looking for your help to find stories of immigrants who are making or have made a strong contribution to city of Lloydminster.

This campaign is combining storytelling and facts to dispel common myths about immigrants and refugees, and promote positive engagement between Canadians and newcomers. By sharing and promoting stories of communities enriched by immigration, we want to start a conversation about the importance of immigration to the **economic, social and cultural enrichment of** our community.

Why stories?

Stories are an effective way to promote connections between people, and to share factual information so it is retained and believed. With this approach, the focus is going to be on how immigration is strengthening Canada and helping our communities succeed, rather than on how Canada or our communities has helped newcomers succeed.

While Canadians support immigration at a national level, many of us are sometimes less convinced immigration benefits us locally. Maintaining public support for immigration in Canada and in our communities is more important than ever. Our immigration system has made Canada the country it is today: diverse, prosperous and welcoming and this is true for our city of Lloydminster.

Story guidelines

All stories should clearly show the **positive impact** of immigration in our community. The focus should be on Lloydminster as much as the individual.

This positive impact can have a wide scope and can come from any point in the immigration process, including first, second, third and fourth generation immigrants, and onward. One common theme is that **perseverance and hard work pay off**. An essential part of this campaign is to address the obstacles to integration and show that they are surmountable.

Showing how people have overcome challenges makes a story more compelling. However, the challenge may not be an obstacle the immigrant has faced. For these stories, it will more likely



Lloydminster Local Immigration Partnership



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be a challenge the community faced that the immigrant helped overcome. These stories are about how a community was **transformed** thanks to an immigrant or immigration, so it is important to show the transformation that takes place.

We're looking for clear and compelling stories that you want **told and retold**. Stories about:

- Demonstrable differences in a community, or challenges overcome
- How did we cope during and after the oil boom and what was the role of immigrants? Was it due to a particular immigrant, or an influx of newer immigrants?
- Historic and present-day examples showcasing immigrants' contributions to Lloydminster in a variety of areas:
 - entrepreneurship/small business
 - arts, culture, music
 - health/medical
 - food
 - sports
 - academia
 - charitable/philanthropic activities
- Immigrants who create jobs for Canadians, who deliver and improve our social services, including health care, or who help enforce our laws and uphold justice
- Immigrants demonstrating their commitment to their community and Canadian society

Consider this sample questions if you want

Community influencer:

- What has the immigrant done to benefit the community?
- How has the community changed/improved as a result?
- What was the community like before they arrived? What were the gaps?

Community member:

- How did this person influence you?
- What changes have you experienced as a result of their work/presence?

Immigrant:

- Focus here should be on the values they share with Canadians, and why they wanted to contribute to the community.
- Why did you choose Canada? What is it about Canada that attracted you?
- How did you feel when you learned you were selected to come to Canada?
- What is it about this community that made you want to give back?



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How to share your story with us, and with IRCC

We invite you to share your stories with us the Lloydminster Local Immigration Partnerships and we will help promote on our website at www.lloydlip.ca, on Instagram, Facebook, City website, Gateway for Newcomers newsletters and with local media. We will also send your stories to IRCC for National publication.

IRCC will help promote our local stories using their channels:

- National storyline and website to tie the campaign together
- Profiling key stories on their social media channels (Instagram and Twitter: @CitImmCanada; Facebook: <https://www.facebook.com/CitCanada>), developing short videos
- Events, speaking opportunities, and panel discussions

Thanks for your usual support

Kemoh Mansaray

LLIP Coordinator

Attachments:

- a) Sample Stories
- b) Consent Form

Sample social media story

Instagram text example

Toos Giesen-Stefiuk moved to Gravelbourg, Saskatchewan from the Netherlands in 1981. From its earliest days, the community has welcomed newcomers who helped it grow from its origins as a French-speaking settlement into a multicultural hub. Over the past 37 years, Toos and her family have owned and operated a construction company, built the Gravelbourg Inn, and opened the Café Paris, an important community gathering place. Toos currently runs a bed and breakfast called La Maison 315.

On top of her business ventures, Toos is a 15-year veteran of the Gravelbourg town council. She's involved in preserving Gravelbourg's heritage buildings, and she organizes an annual international food festival that celebrates Gravelbourg's diversity and culture. "Immigrants bring new ideas and energy", Toos says. "My family has always worked to create jobs and give back to Gravelbourg because we felt so fortunate to live here. In Canada, you really can make a difference". "Toos recognized the tourism potential in Gravelbourg and the economic spin-off that it could have on the community. With her vision and leadership, businesses and residents alike were able to build on strong roots in heritage and culture", says Daryl Demoskoff, Tourism Saskatchewan.

Facebook text example

Shaping Small-town Saskatchewan – Toos Giesen-Stefiuk moved to Gravelbourg, Saskatchewan from the Netherlands in 1981. From its earliest days, the community has welcomed newcomers who helped it grow from a French-speaking settlement into a multicultural hub.

Over the past 37 years, Toos and her family have created many jobs and boosted local tourism in Gravelbourg. They owned and operated a construction company, built the Gravelbourg Inn, and opened the landmark Café Paris, an important community gathering place. Toos currently runs a bed and breakfast called La Maison 315.

"Toos has been a councillor for many years. She was part of a group that spearheaded the Summer Solstice Festival, which is an important economic driver for our community. Without her, this annual event may well have been discontinued. I am honoured to be able to work alongside her for the betterment of our community", says Robert Bowler, Mayor of Gravelbourg.

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"Toos is a remarkable individual who recognized the tourism potential in Gravelbourg and the economic spin-off that it could have on the community. With her vision and leadership, businesses and residents alike were able to build on strong roots in heritage and culture", says Daryl Demoskoff, Tourism Saskatchewan.

Toos hopes that her story both encourages immigrants to become part of their communities, and inspire Canadians to welcome people from other countries. "Immigrants bring new ideas and energy", Toos says. "My family has always worked to create jobs and give back to Gravelbourg because we felt so fortunate to live here. In Canada, you really can make a difference".