

# ANNUAL REPORT

2023  
2024



VOICES\_RISING



## CHAIR'S MESSAGE

LAMIA CHAMI | CHAIR OF THE BOARD OF DIRECTORS - MAGMA

Dear Friends, Partners, and Members of the MAGMA Community,

As we reflect on the past fiscal year, 2023-2024 has undoubtedly been a transformative period in MAGMA's history. With renewed passion and purpose, we have embarked on a journey to re-envision our role as a catalyst for inclusion, empowerment, and community building.

The re-envisioning of MAGMA, which was officially announced on May 15th, 2023, was born out of the need to adapt to an ever-changing world and inspired by the evolving landscape of the communities we serve. We knew we had to rethink not only the scope of our services but also the methods through which we deliver them. Change is never without its challenges, but these challenges have driven us to aspire higher and dream bigger. At the core of our strategy is the belief that every individual we serve deserves the opportunity not only to survive but to thrive, to find their place in a community that embraces diversity and inclusion.

Our new building, a crucial piece of this vision, is so much more than bricks and mortar; it symbolizes service optimization and the realization of a dream to provide more comprehensive and accessible support to our community. This state-of-the-art facility is designed to foster collaboration, enhance resource delivery, and create an environment that welcomes and uplifts all who walk through our doors. Here, we will continue to deliver innovative programs and services that empower newcomer individuals and families to build brighter futures.

Equally important in our journey have been the partnerships we've cultivated. Over the past year, we have solidified relationships with key stakeholders and community partners who share our vision of achieving inclusion and equity. Together, we have built a strong network of support that ensures our clients receive a holistic and comprehensive approach to their settlement and integration experience.

As we look to the future, our vision remains bold, and our resolve is unwavering. MAGMA is committed to creating a community where everyone can belong, contribute, and flourish. Our aspirations are clear: to be a leading force for positive change in our communities, empowering individuals and families to achieve their fullest potential. We are proud to have you standing beside us on this journey, and together, we will continue to shape a brighter, more inclusive future.

With deep gratitude,

Lamia Chami  
President, MAGMA





## CEO'S MESSAGE

RON GAUDET | CHIEF EXECUTIVE OFFICER - MAGMA

### Growth, Impact, and Rising Voices

It all started a few years ago with a vision. A vision of change, development, partnerships and optimized services, and here we are today looking back at an exceptional fiscal year 2023-2024 of re-envisioning MAGMA, its mission and its message, while staying true to its beginnings and long history of supporting newcomers.

We began the year by making a strategic decision to negotiate a long-term lease with 22 Church Street; a key locational choice based on being intrinsically client centric and committed to the revitalization of our downtown. We now have 47,000 square feet of curated service-focused building space with all departments strategically located allowing for better department synergies, better collegiality amongst departments, and most importantly increased service efficiency and accessibility; a truly one-stop newcomer service centre for all where clients feel welcome and supported on their settlement journey.

In May of 2023, we invited the community in to hear of our Re-Envisioned: MAGMA Future Strategy. We shared that the Multicultural Agency of Greater Moncton Area has a mission to become more impactful, intentional and committed to making the pathway for newcomers easier; we committed to having a settlement, integration, and retention mindset. And we renewed MAGMA's commitment to strong and meaningful partnerships with the community, funders and stakeholders.

To accomplish this, we significantly increased our programming and human resources - growing to



well over 100 employees - adding new and strategic competencies. We enhanced our HR policies and looked at better approaches to onboarding and retention. And we are reviewing our structure, programming and reporting to ensure that we have the organization in a strong position to deliver on mandate.

As much as we grew and expanded, we also stayed true to the organization's mandate through a revised vision and our mission. Our Intake, Settlement and RAP, Language, Day Care and our Community Connections teams were all tremendously active and impactful. And MAGMA's Administration was committed to providing guidance and support – investing where needed in people and resources. A marketing & communications division was created to support the organization's strategy, mission and vision and to help telling the newcomer story, hence creating awareness around the immigration journey and settlement services.

The MOSAÏQ Festival 2023 was successful at demonstrating the awareness and enlightenment that happens within a community as it becomes more inclusive and more diverse. MAGMA continues to be committed to seek unique ways to present the festival, and as we enter into our 20th MOSAÏQ in 2025, we will be intentional about ensuring the festival brings true meaning to multiculturalism, diversity and inclusion of all.

And – this is just the beginning. MAGMA is now positioned to become an even more impactful organization. We are striving to work with all levels of government and a growing list of community partners to fully acknowledge the benefits of a more diverse and inclusive community. The reality is, migration and immigration, changes happen quickly in an ever more complex world. We are excited for the fiscal year 2024-2025 to see all the potential that it continues to bring. We will continue to identify new revenue sources that complement government funding and allow for more flexibility. We will continue to build enhanced internal processes for resources and services management optimization. And we will better tell the newcomers story to our community.

MAGMA is renewing its commitment to working towards helping rising the voices within our community, for each one of us has a unique story to tell and a voice to be heard.

Today, I look back at what we have achieved, and continue to, as a team, as an organization, as a board, as partners, and as a community, and feel my heart filled with gratitude and pride. A heartfelt Thank-You to you all for another great year of achievement, impact, partnerships and building a stronger community.

Ron Gaudet

MAGMA Chief Executive Officer

# BOARD OF DIRECTORS

## 2023-2024





Building on the past, looking  
towards the **future...**

## RE-ENVISIONED: MAGMA FUTURE STRATEGY, UNVEILED.

On May 15th, 2023, MAGMA invited its community partners and stakeholders to attend MAGMA Re-Envisioned: Paving the Path Forward; an event marking the announcement of the organization's future vision to achieving the economic and social objectives of immigration through the optimization of services delivered to newcomers. The special event celebrated the organization's early beginnings and long 40+ years of existence.

During the event, Ron Gaudet, MAGMA Chief Executive Officer, shared the organization's vision for a better future for immigration and the settlement sector in general, and for newcomers and the community in particular as well as the organization's first of its kind strategy, Re-Envisioned. Built around four key foundations:

- Supporting newcomers on their journey towards integration and achieving true sense of belonging.
- Engaging the community.
- Fostering and building strategic partnerships.
- Optimizing and expanding MAGMA's services and operations

The strategy unveiled the organization's vision of the future with newcomers and the community at its very heart and where the optimisation and expanding of services provided are key. It was also announced that the Multicultural Agency of the Greater Moncton Area has taken a strategic decision of:



- Adopting the name Multicultural Agency of the Greater Moncton Area hence replacing its former name of Multicultural Association of the Greater Moncton Area.
- Not only staying in downtown Moncton after long months of consideration and research, but to expand the agency's offices presence by taking over the entire Atrium Building on 22 Church Street. The decision came as a strategic step building on a principle of "no wrong door" and making all – current and future – settlement services available in one location; thus more accessible and visible to all.



# MAGMA

MAGMA  
AMGM

One of the largest settlement organizations in the province, the Multicultural Agency of the Greater Moncton Area has been supporting newcomers settle in the region for over four decades.

Since its inception around a kitchen table by three community-devoted ladies, MAGMA has not ceased to grow in size, mission and vision spearheading settlement and community building in our region. And today, the organization continues to provide a holistic approach in providing essential settlement services to newcomers arriving from around the world and setting strong foundations to true integration and retention of newcomers in the region.

Supporting newcomers and setting them up for success continues to be at the very heart of all programs and services that MAGMA provides. Promoting diversity and inclusion, and achieving real inclusion and sense of belonging remain the guiding principles of MAGMA's activities and operations.

Every year, MAGMA supports newcomers build their new home in the region by providing various programs that help them access services essential to their settlement and integration: learning about life and culture in Canada, developing new social and professional skills and learning English.

With over 100 MAGMA team members coming from over 20 countries and speaking over 22 different languages from around the world, MAGMA continues to strive to set up newcomers for success by helping them settle and integrate at various moments of their journey towards achieving a true sense of belonging.

## 2023-2024 AT A GLANCE

TOTAL CLIENTS

3599 (24 % ↑)

COUNTRIES

98

LANGUAGES

41



## THE MANDATE

- Assisting newcomers on their settlement and integration journey in alignment with regional, provincial and federal immigration and retention strategies and objectives.
- Creating cultural awareness in both newcomer and host communities.
- Celebrating and sharing our diverse cultural values.
- Fostering harmonious relations, nurturing respect, and understanding amongst people of all heritages.
- Providing training and tools to help newcomers achieve their social & professional goals.
- Promoting and coordinating advocacy for the newcomer-policy development on both provincial and federal levels.

## VISION

Leading the way in settlement, integration, and retention.

## MISSION

Supporting newcomers on their journey to settlement, integration and achieving a true sense of belonging.

## ADMIN TEAM

- **Ron Gaudet** Chief Strategy Officer
- **Alison Frise** Managing Director
- **Krishanthika Dassanayaki** Executive Assistant
- **Don Gaudet** Finance Auditor
- **Brahim Azdoud** Book Keeper
- **Trevor Tower** Director of Technology & Innovation
- **Meziane Ait Yahia** IT Support & Training Specialist
- **Maha Dweik** Strategic Communications Manager
- **Yuliia Ageenko** Marketing & Communications Specialist
- **Alaa Fayyad** Marketing & Communications Coordinator
- **Mario Antunes** Special Events Manager
- **Mathew Cormier** Human Resources Generalist
- **Afef Tayech** Administrative Office Manager
- **Cody Smith** Client Relations Coordinator



# INTAKE

Intake is the first point of contact for a diverse range of clients making in the gateway to MAGMA's vital settlement services. And with the creating of a welcoming and inclusive environment for all at the very heart of the department's mission, the Intake team offers tailored support and assistance to diverse categories of newcomers and clients.

## 2023-2024 AT A GLANCE

### AIP - ICT

#### SETTLEMENT PLANS

882

#### NEW EMPLOYERS

30

#### ICT SESSIONS

58

#### ICT PARTICIPANTS

328

#### ORGANISATIONS ENGAGED

148

### SETTLEMENT

#### PR CLIENTS

827

#### INTERNATIONAL STUDENTS

84 - SPOUSES: 44

#### TRAVAILLEURS ÉTRANGERS TEMPORAIRES

153 - SPOUSES: 65

#### VISITORS

24

#### CUAET

543

#### CHILDREN

762

## ATLANTIC IMMIGRATION PILOT (AIP)

The Atlantic Immigration Program, funded by both the federal and provincial government, is an employer driven program that allows designated employers to help their employee obtain permanent residency. AIP employers can also recruit employees from overseas and get work permits issued at an accelerated pace, so that the applicants can arrive here and start working while their PR applications are being processed. Spouses and children can also receive permits to enter Canada while waiting for the PR to be processed.

The objective of the AIP Team within MAGMA is to provide settlement plans to all AIP applicants in Southeastern NB. These plans are a mandatory part of the AIP process, the team must therefore schedule individual settlement plan meetings with each AIP principal applicant.

### CHALLENGES

The main challenge for the program during this fiscal year has been the amount of appointment requests that AIP team received and a subsequent long waiting list that at times can create a certain amount of pressure on the team to accommodate all requests. However, the team worked steadily to manage the wait times for appointments while maintaining a high quality of service delivery.

## AIP INTERCULTURAL COMPETENCY TRAINING

Providing practical tools and strategies, AIP Inter-Cultural Training – ICT - is specifically tailored to empower participants with the knowledge and skills required to excel in leadership roles while fostering an inclusive and culturally diverse work environment.

## SETTLEMENT COUNSELLORS:

Settlement Counsellors form a critical bridge between newcomers and the resources they have need to thrive in their new home by providing personalised guidance, educational programs, and referrals to essential services and empowering individuals to overcome challenges and embrace the Canadian way of life and helping them build networks and find support systems.

## THE TEAM

- **Jacques Savoie** AIP/Intake Coordinator
- **Mathew Allen** AIP/Intake Coordinator
- **Amanda Saunders** AIP Settlement Counselor
- **Mourad Seddiki** AIP Settlement Counselor
- **Lara Falana** Settlement Counsellor
- **Emilie Rousseau** Settlement Counsellor
- **Adriana Guallasamin** Settlement Counsellor
- **Nadiia Miakushko** Settlement Counsellor
- **Vasyl Buchko** Settlement Counsellor
- **Nataliia Mospak** Settlement Counsellor
- **Dannis Vautour** ICT facilitator
- **Levine Kpai** ICT facilitator



## FROM INTERNATIONAL STUDENT TO PERMANENT RESIDENT BY KRISHA DASSANAYAKE

My immigration journey began in Spring 2021 when I first arrived in Canada as an international student, from Sri Lanka, enrolled in the Master of Management Program at Crandall University.

Like many graduates here, I came here with the dream of building a new life in Canada, on both personal and professional levels.

Joining the Multicultural Agency of Greater Moncton Area (MAGMA) in 2022 was a turning point that significantly influenced my life. With the support of MAGMA, a designated AIP employer, I was fortunate to apply for my permanent residency through the Atlantic Immigration Program – AIP.

Having met the eligibility requirements, I started to prepare to apply for permanent residency through the AIP back in May 2023. I remember feeling both excited and a bit anxious at the beginning not know what to expect. Thankfully, the MAGMA AIP team was by my side throughout the process. Their consistent support in developing my settlement plan and guiding me through each, and every step of the AIP application process made a world of difference.

My family and I achieved our goal of obtaining Permanent Residency in Canada earlier this year. This achievement is a milestone that reflects years of dreams, planning, hard work and hope. It truly feels like a dream come true.

The commitment of the MAGMA AIP team to assist newcomers is truly commendable. Their tireless efforts to ensure we have the resources and guidance needed to succeed are invaluable. A heartfelt thank you to Jacques Savoie and the entire MAGMA AIP team for their unwavering support in helping us build our new life in Canada. Merci Jacques!



## A VOICE RISING TO A HUMANITARIAN NEED

ALISON FRISE - MAGMA MANAGING DIRECTOR

In March 2023, the Province of New Brunswick accepted to assist in the Federal relocation of asylum claimants who entered Canada via the Roxham Road crossing near the borders between Quebec-Canada and New York-USA. Two hotel sites were established: one in Fredericton and one in Moncton. MAGMA was asked by the Province of NB to act as primary settlement support for the group relocated to the Moncton site, working in conjunction with IRCC teams on site. This was a very new file and arrival stream to us at MAGMA and was a big learning curve for those of us working directly with this group of arrivals as well as for our overall organization.

The Moncton site initially received a total of 131 people, a combination of whole families and individuals. Settling a group this size with a process that was new to us of course came with challenges-some that are particular to our more “rural” region of Canada. Newcomers with language barriers, and with very little or no interpretation nor translation support, trying to get children set up in the school district while living in temporary housing, getting employment ready, submitting required legal and time-sensitive documentation and seeking access to specialized legal support for their claim- were just among the several immediate difficulties that had to be navigated.

Separately to the Roxham Road group arrival, MAGMA also began to receive independent asylum claimants arriving in greater numbers to the southeast region. Many who would land at MAGMA’s reception area in dire need of necessities of life including: immediate shelter, food and support. Between March 2023 and July 2024, MAGMA welcomed and helped support the settlement of an additional 89 independent asylum claimant arrivals to our community.

With this rising need, came a rising need for resources, planning and partnerships.

Without a community approach, and working in collaboration with all levels of government-municipal, provincial and federal- in supporting these new arrivals, we would not have been successful in:



Securing 40 permanent living accommodations for families settling in our tri-community.

Participating in our region’s first-ever Refugee and Forcibly Displaced Person-Centered Employment Fair where 48 candidates were given coaching support and opportunities to help them enter the job market.

Assisting 55 asylum claimants to file their taxes with interpretation services available in five languages.

Holding new family workshops for five expectant families whose babies have since been born here in Moncton.

.....and so much more.

This past year and the challenges we worked through as a team and as a community are a powerful reminder that compassion and collaboration are key to overcoming obstacles and achieving our shared goals.

Looking forward, there is a need for us to be more prepared as we navigate evolving policies and diverse needs. By collaborating with community organizations, policymakers, and advocacy groups, we can develop programs and strategies that address barriers, promote understanding, and facilitate successful integration.

When we come together, we all rise collectively.

## WHAT IS A REFUGEE?

**ACCORDING TO IMMIGRATION, REFUGEES AND CITIZENSHIP CANADA (IRCC) AND THE UNITED NATIONS HIGH COMMISSIONER FOR REFUGEES (UNHCR) REFUGEES ARE:**

« people who have been forced to leave their country and who are afraid to return because of war, violence or persecution based on race, religion nationality, political opinion or membership in a particular social group. »

Source: [www.caada.ca](http://www.caada.ca)

# SETTLEMENT

MAGMA Settlement Department works with newcomers to identify their settlement needs and goals. With a firm belief that no-one-size-fits-all approach, services provided are intentionally tailored to newcomers needs and to build on their strengths and resources available to them.

## 2023-2024 AT A GLANCE

PAR
CLIENTS SERVED
413 (INCLUDING 190 CHILDREN)
SAFE HOUSING
100 FAMILIES
FINANCIAL LITERACY
120 WORKSHOPS

CSS
NEWCOMERS SERVED
1,046
EXISTING CLIENTS
700
CVITP CLINIC
532 CLIENTS



## RESETTLEMENT ASSISTANCE PROGRAM - RAP

MAGMA Resettlement Assistance Program helps government-assisted refugees – GARs – settle in the Greater Moncton Area. With a main objective of providing immediate and essential services, generally within the first 4 to 6 weeks of arriving in Canada, and practical assistance and resources to make the transition smoother, our team is committed to supporting newcomers successfully become independent and self-sufficient, and integrate into their new home and communities.

### SERVICES INCLUDE:

- Welcoming Newcomers: preparing for and meeting with newcomers upon arriving at the airport.
- Accommodation: providing temporary accommodation, assisting in finding permanent accommodation, and ensuring a smooth transition from temporary to permanent accommodation.
- Basic Necessities: ensuring that refugees key needs are met and that they have access to essentials such as: clothing, furniture, and household items.
- Essential Services: assisting newcomers access crucial services during initial resettlement phase.
- Orientation: organizing orientation sessions and workshops offering information on: housing, healthcare, education, and employment, as well as assisting newcomers with school registration, access to English classes, and follow-up referrals.
- Documentation: maintaining service records, analyzing data, and preparing reports.

### CHALLENGES :

- Housing Shortages: difficulties in securing affordable and suitable housing for all clients, leading to extended temporary accommodation periods.
- Employment Barriers: challenges in finding employment due to language barriers, lack of local work experience, and limited job opportunities in certain sectors.
- Cultural Adjustment: ongoing challenges experienced by some newcomers adapting to new cultural norms and expectations impacting their overall integration and well-being.

# CLIENT SUPPORT SERVICES - CSS

MAGMA Client Support Services – CSS – supports the development of newcomers confidence to independently navigate life in their new home through the creation and implantation of individually tailored plans based on individualized assessments, regular monitoring, and progress evaluation.

With a Case Management Services approach, the program aims to help facilitate newcomers’ integration and settlement process enabling them to access government, health and community services independently.

## SERVICES INCLUDE:

- One-on-one needs assessment & referral, and counselling.
- Guiding, supporting, and advising clients on their daily needs and tasks.
- Orientation sessions to learn about life in Canada: helping clients and their families adjust to living and settling in Canada by learning about the health care system, education system, housing, schools, recreation, employment, transportation, banking, and laws and regulations.
- Information and referral to community services.
- Assistance in identifying and reaching settlement goals.
- Organizing and supporting welcome events and providing networking opportunities
- Volunteering and discovering the many ways everyone can make a difference.

## SUCCESSES

Seeing our refugee clients learn, grow and achieve their potential is what are most passionate about.

- 4 of MAGMA former GAR clients have become employed in the very same Settlement department.
- Through the One Year Window Program – OYW, we have successfully connected families back together enhancing community involvement and engagement.
- Implementation of a new intake process in 2024: for clients with high needs providing faster access to services with a focus on clients’ specific needs. The new process has been running since February 2024 now. The new method has undergone some adjustments, but overall, we have seen positive changes for everyone involved. And we had the pleasure of presenting the new intake approach during a national settlement meeting on February 29<sup>th</sup>, 2024, where it received a lot of interest.
- 532 clients were served through the CVITP Tax clinics organized by MAGMA with the great help of volunteers from the community.



## CHALLENGES

- Access to interpretation services needed to efficiently access community available services: dental clinics, government offices, schools, etc where service providers do not have access to reliable interpretation hence depending on volunteers which is not enough, not always reliable and comes with its own challenges and risks.
- Financial challenges experiences by certain number of clients: clients struggling financially face an increased stress and pressure due to the uncertainty of how they will feed their families and pay their monthly bills.

## A STORY TO CELEBRATE

Arrived as a GAR, Liaqat faced the daunting challenge of rebuilding his life from scratch. From the first moment, he demonstrated exceptional dedication and a willingness to learn. Right away, Liaqat engaged in the community, building his network and exploring where and how he could help others.

His journey with MAGMA started when he began volunteering with the organization, and assisting other newcomers facing challenges similar to the ones he had experienced. His firsthand experience and empathy made him a valuable asset to our team.

Liaqat got into the Youth Skills Launch Program at MAGMA. We recognized Liaqat’s potential and passion for helping others and offered him a work placement within the Settlement team. He showed great skills in daily tasks and extraordinary learning abilities. We offered him a full-time Case Worker position, utilizing his personal experiences to guide and support newcomers through their resettlement journey.

Liaqat was accepted into the IT program at the NBCC and started on September 16, 2024.

Liaqat’s transition from a MAGMA client to a coworker to a student is a powerful testament to the impact of the Resettlement Assistance Program. His journey highlights the program’s role in assisting individuals and empowering them to give back and contribute to the community. Liaqat’s journey and story are a source of inspiration, illustrating how dedication and support can transform lives and create new opportunities.

# VOLUNTEERING, IT MATTERS

Every time we choose to do volunteer work, we choose to plant kindness and hope in the community, one seed at a time. With outcomes exceeding the volunteer work itself, and varying from building new connections and friendships, learning more about the community and the diverse cultures in it, helping others, all the way to gaining new skills and expanding networks, the power of volunteering lies in the fact that by giving to the community, we gain skills, knowledge, meaningful connections and purpose.

But the impact of volunteering goes beyond that; for nonprofit organizations in general, and for settlement agencies in particular, the work that volunteers do is invaluable. It enables greater impact by providing support to newcomers as they settle and build their homes in our region.

At MAGMA, in 2023, about 313 tasks were carried out with over 1606 hours of volunteering gifted to the community by tens of hero volunteers who share an unwavering passion and commitment to building stronger communities.

The organization offers various volunteering opportunities that are available on weekdays – during regular business hours – and which support the newcomers on their settlement journey including: translation, interpretation, companionship for various tasks such as grocery shopping, banking, attending

health appointments, driving, occasionally accompanying clients to other cities, tutoring, and tax clinics. Additionally, volunteers play a vital role in supporting community and cultural events such as the annual MOSAÏQ Festival and in creating welcoming communities through social events such as MAGMA’s Coffee and Conversation.

One of the exciting volunteering opportunities offered by MAGMA is Canada Connects which pairs established Canadians with newcomers, hence fostering connections within the community and nurturing supportive friendships. The program provides newcomers with the opportunity to enhance their English conversation skills, expand their social & professional networks, and cultivate a genuine sense of belonging in Canada, while giving volunteer mentors a chance to develop a better and deeper understanding of other cultures and traditions present within the community, learn more about newcomers and their journey, and enhance leadership skills.



## THE TEAM

- **Amma Younes** Department Manager
- **Dana Alkilani** RAP Coordinator
- **Chadi Batal** Housing Coordinator
- **Abdelhamid Elsobky** RAP Counsellor
- **Assadullah Asad** RAP Counsellor
- **Jacob Hills** RAP Counsellor
- **Allie Mullin** CSS Coordinator
- **Donovan Moulaison** CSS Counsellor
- **Emily Brush** CSS Counsellor
- **Naima Elanouar** CSS Counsellor
- **Imran Chamkani** CSS Counsellor
- **Chaima Jraid** CSS Counsellor
- **Maria De Fařima Lima** Volunteer Coordinator
- **Sara Ghallab** Crisis Counsellor

### FUN FACT ABOUT THE TEAM

The Settlement team collectively speaks over eight different languages! This incredible diversity helps us connect with clients from various backgrounds, enriches our team culture, and makes our workplace a vibrant and inclusive environment.



# LANGUAGE

MAGMA's Language School provides free English language instruction for adult Newcomers to Canada using the Canadian Language Benchmarks (CLB). Levels offered are Literacy to CLB 4 and employment focused language training at CLB levels 5-8. We offer flexible and adaptable learning options including daytime, evenings, online and in person formats. Language training is delivered on a year-round basis and operates with a continuous intake of new students.

## 2023-2024 AT A GLANCE

### LITERACY TO CLB7

707

### SECTOR SPECIFIC

33

### ENGLISH CONVERSATION CIRCLES

576

### FISRP

81

### TOTAL STUDENTS

1,397



## LANGUAGE SCHOOL MANAGER'S MESSAGE

April 2023 - March 2024 was another year of tremendous growth for MAGMA's Language School where we had a 133% growth rate in the LINC program alone. The Language school added to MAGMA program offering a new sector specific language course called: Childcare Assistant Program. In the new program, offered in partnership with our sister department Care for Newcomer Children, learners are provided with language instruction focused on the Canadian workplace for a specific job, in this case childcare, and take part in a two-week work placement providing hands on application of the learned language and new workplace setting covered in the 8-week course. And we are proud to share that some students from all 3 cohorts were hired by MAGMA CNC Department. Thank you for your partnership, Jamee, CNC Department Manager, and all of CNC staff for the support and partnership.

In October 2023, we also added the role of Support Counsellor to our student support services at MAGMA. Clients who needed short term counselling or referrals to community support services can now meet with Kara McCarthy, MAGMA Language School Support Counsellor. Additionally, there have been wonderful opportunities for students to connect and learn through planned activities such as: games, yoga, knitting and crochet, guest speakers focusing on important topics etc.

Lastly, I want to share how proud I am of our Language School Team for constantly adapting to new changes that come our way. In November, we began working with Consultant Mr. Greg McKim to help get a clearer understanding of where we were as a department and where we wanted to go as a language school. Through various meetings and consultations, we are working our way at implementing new policies, procedures and standards to help us grow into our full potential of the best language learning experience for newcomers in Greater Moncton. I am proud of each person's contributions and engagement in this process. The experience, talent and skills we possess are being used to fuel students at MAGMA's Language School towards lifelong learning opportunities in Canada!

Thank you, **Angela**

"With languages, you are at home anywhere." — **Edmund De Waal**



## DEPARTMENT OBJECTIVES

- Improving language skills required for adapting to and functioning in Canadian society.
- Improving knowledge of life in Canada; including laws, rights and responsibilities.
- Providing clients with the knowledge and skills required to participate in local labor markets, broader communities and social networks.
- Provide clients with knowledge and skills to make informed decisions about life in Canada, enjoy their rights and act on their responsibilities.

## PROGRAMS OFFERED

- Literacy-CLB 7 Language Classes: providing Adult English as an Additional Language Literacy Training and Adult Language Training for Newcomers to Canada - funded by Immigration, Refugees and Citizenship Canada.
- Sector Specific Training, i.e. Childcare Assistant Training Program: providing newcomers training for the Canadian workplace targeted on the needs of the local job market - funded by Immigration, Refugees and Citizenship Canada.
- English Conversation Circles: providing informal language training delivered online for beginner and intermediate levels - funded by Post-Secondary Education, Training and Labour NB.
- Francophone International Student Retention Program - FISRP: providing English language training for the Canadian workplace for Francophone International Students – funded by Post-Secondary Education, Training and Labour NB.

## 2023-2024 HIGHLIGHTS:

### LINC PROGRAM AND GRADUATIONS

Another successful year for MAGMA LINC Program:

- September 5th, 2023: the Fall/Winter term started with 25 LINC classes during mornings, afternoons and evenings; and 2 groups of online English Conversation Circles - ECC - one for beginners and one for intermediate level, in the evenings.

- September 8th, 2023: the Student Achievement Ceremony was held at the Central United Church, when 24 students received their LINC certificates for completing a CLB level.
- March 11th, 2024: the Spring/Summer term started with 28 LINC classes during mornings, afternoons and evenings; 1 Sector Specific – Childcare Assistant Training; and 2 groups of online English Conversation Circles - ECC - one for beginners and one for intermediate level.
- March 11th, 2024: a LINC Graduation Ceremony for morning and afternoon students took place at the Central United Church, when 39 students received their LINC certificates for completing a CLB level.
- March 12th, 2024: students received their LINC certificates during LINC Graduation Ceremony for evening students

### WAITLIST

One of the great achievements in 2023 was the change in the procedure for controlling the waitlist and reporting to IRCC, meeting exactly the requirements and deadlines required. This project started with some help from a Skills Launch student taking the placement at Language Department, and it is still in place with Language administrative team. We have received positive feedback from IRCC congratulating us on the improvements.

### CHILDCARE ASSISTANT TRAINING

A new Sector Specific Training offered by MAGMA Language School:

- May 1st, 2023: start of the first cohort of Childcare Assistant Training, with Teacher Shurooq Aldoori. The program started as an 8-week training plus 2-week work placement, designed to support newcomers who want a career in early childhood education. The classes were in-person on Mondays, Tuesdays and Thursdays, from 1:00 pm to 4:00 pm, with independent work on Wednesdays. On July 20th, there was the cohort 1 graduation, when 10 students graduated and received their certificates;
- With some adjustments regarding the number of weeks, the Childcare Assistant Train-

ing cohort 2 started on September 11th, with same days of classes, but offering 10 weeks of training plus 2 weeks of work placement.

- December 14th, 2023: after the students completed the program, all of them received their certificates of completion – total of 11 certificates;
- January 15th, 2024: cohort 3 started with 12 students enrolled.

### PROCESS OPTIMIZATION

MAGMA Language School was chosen as the first department to begin the process improvements. Meetings and discussions with Consultant Greg McKim covered:

- Existing process and roles at Language Department and reviewing necessary changes
- Team roles and helping with information for reviewing the process at Language Department;
- Progress of changes and implementation of new procedures.

### OPPORTUNITIES

Because every challenge is an opportunity...

- Due to the increase in number of requests to enroll in the language training programs, with wait times varying from 4 to 6 months on average and depending on the level, the Language School has been working towards increasing classroom capacity from an average of 12 learners in a classroom to 20 students excluding literacy classes capped at 10 seats.
- In collaboration with our third-party assessment center and due to unprecedented request for language classes and a sudden demand for language assessments for placement purposes, we worked on clarifying challenges and barriers to clients who were unfamiliar with language testing and saw improvements. We also improved internal communication with our fellow colleagues about the language testing procedures, and improved interview questions to gather more accurate information about client’s educational backgrounds.



### THE TEAM

- **Angela MacMichael** Language School Manager
- **Elenita Soares** Assistant Manager
- **Oksana Krylova** Student Services Coordinator
- **Polina Popovych** Language Department Administrator
- **Kara McCarthy** Support Counsellor
- **Alla Spero Jack** Language Teacher
- **Andres Cardenas** Language Teacher
- **Emily Jung** Language Teacher
- **Galyna Zakharova** Language Teacher
- **Irina Serdiukova** Language Teacher
- **Kateryna Masliaieva** Language Teacher
- **Khadija Bougua** Language Teacher
- **Natalia Vinnik** Language Teacher
- **Polina Kozak** Language Teacher
- **Sherry Gautam** Language Teacher
- **Shurooq Aldoori** Language Teacher
- **Sonia Yeung** Language Teacher
- **Svitlana Holovina** Language Teacher
- **Svitlana Onopko** Language Teacher
- **Tori Steeves** Language Teacher
- **Ben MacMichael** ECC Instructor
- **Hugo Magalhaes** ECC Instructor
- **Niloufar Milani** FISRP Instructor
- **Lindsay Carter** Learning Assistant

### FUN FACT

A total of 17 different languages from around the world were spoken by the various MAGMA Language School team members.





## CELEBRATING OUR STUDENTS ACHIEVEMENTS...

MAGMA Language School is always thrilled to share inspirational stories from our classes.

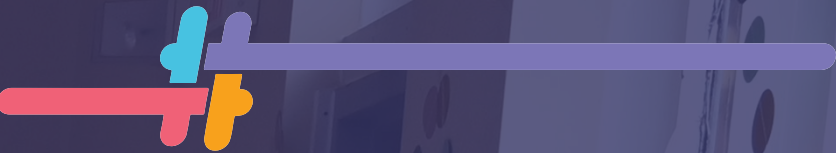
As a MAGMA team, we were incredibly grateful for the opportunity to witness our alumni thriving and achieving their dreams; a testament to the welcoming environment MAGMA creates, that extends beyond the classroom and makes everyone feel at home.

One of the graduated students from CLB 3/4 Literacy class, came to spend the morning in the class and brought his Certificate as a Taxicab and Limousine driver. He proudly presented his certificate to the class, and it was truly inspiring to see the tangible results MAGMA makes.

His visit not only served as a motivational moment for our current students but also re-affirmed the success of the MAGMA program in equipping its graduates with the skills necessary to excel in their chosen paths.

Moments like these remind us of the profound impact our program has on the lives of our students. And we are honoured to be part of their journey of building their new home here in Canada.





# COMMUNITY CONNECTIONS

MAGMA Community Connections is a department that focuses on educational and community support of school aged youth as well as supporting newcomer youth and adults with pre-employment services.

Community Connections is dedicated to fostering a sense of belonging and ease for newcomers to our city. Understanding that settling in a new place can be overwhelming, we prioritize creating strong community partnerships, sharing valuable information, and providing clear roadmaps. These efforts help new community members navigate the extensive range of services, events, and opportunities available to them.

Partnerships are at the heart of our mission. By collaborating with local organizations, businesses, and service providers, we create a network of support that extends far beyond our department. Working together with these partners, we can offer a more comprehensive and cohesive experience for newcomers. These partnerships enable us to tap into a wealth of resources, expertise, and community spirit, ensuring that everyone has access to the tools and support they need to thrive.

Our collaborative approach not only enhances the services we provide but also strengthens the fabric of our community. By fostering a spirit of cooperation and mutual support, we build a more inclusive and resilient city where everyone can feel at home. Whether it's through local events, support services, or community programs, we strive to make every individual's transition as smooth and welcoming as possible.

Programs and activities are funded by IRCC, NBMC and RBC.

## 2023-2024 AT A GLANCE

YOUTH INCLUSION
EVENTS
85
EVENT ATTENDEES
650 JEUNES NOUVEAUX ARRIVANTS
CLIENTS SERVED
387

SKILLS LAUNCH
ADULT PROGRAM
34 GRADUATES
YOUTH PROGRAM
22 PARTICIPANTS
FINANCIAL LITERACY
120 WORKSHOPS

SWIS
ASDE STUDENTS
166 REGISTRATIONS
ORIENTATIONS & ESSESMENTS
163
WELLNESS CHECKS
3,208
CLIENTS SERVED
295

PRE-EMPLOYMENT
WORKSHOPS
775 WORKSHOPS & 357 CLIENTS
RESUME & JOB SEARCH
816 CLIENTS SERVED

# COMMUNITY CONNECTIONS PROGRAMS

## YOUTH INCLUSION

Youth Inclusion team works with families to connect newcomer youth to events and opportunities in their community. When settling into a new place, priorities are finding housing, employment, registering for school, and while these tasks are incredibly important, the Youth Inclusion team works hard to ensure that kids have time and space to be kids! Whether it is a tie-dye party in the Clubhouse, participating in our weekly art club, or learning how to be a safe and effective baby-sitter, we are here to provide programming that is educational, fun, and a safe space to make new friends.

The team is highly collaborative, and sharing every opportunity is something that we could never do on our own; working with community partners is key to the success of this program. Codiac Soccer, KidSport, Capitol Theatre, The Moncton Zoo, CEPS of Université de Moncton, Wild Outside, and so many other incredible organizations have come together to promote accessible programming to our city’s newest residents. Thank You!

## SETTLEMENT WORKSERS IN SCHOOLS – SWIS

The SWIS team supports newcomer families with all school related needs. Starting with registration for some, and ending with attending graduation for others – the team is a familiar face in schools when new students may feel nervous or overwhelmed.

The team is dedicated to providing quality initial settlement services to newcomer families with school-aged children. They offer school-based information and referral services that are confidential, culturally appropriate, non-judgmental, and sensitive to the specific needs of their clients. Newly arrived families have access to support in:

- Accessing school and community resources
- Linking newcomers with social and cultural services
- Assisting newcomers as they settle into their new school

As Moncton’s population has grown significantly, the SWIS team has focused on helping families with registrations, school bus orientations, assessment support, document interpretation and translation, and providing information on what to bring and what to expect.



These workshops and info sessions are designed to ensure that students and parents feel prepared for the next step. And in 2023-2024, the team supported over 295 unique students through more than 6,500 interactions.

In addition to helping newcomers access the school system, the SWIS team works to ensure that schools are safe and respectful places for all students. During the 2023-2024 fiscal year, the SWIS team presented Cross-Cultural Training to nine schools, meeting with grades K-8, with over 1,500 students in attendance.

## PRE-EMPLOYMENT AND JOB READINES SERVICES

The Pre-Employment and Job Readiness team offers a dynamic blend of experiential learning and workplace experience to equip newcomers with the skills and confidence needed to enter the Canadian workforce. The Skills Launch Youth and Skills Launch Adult projects support and guide both immigrants and refugees, combining occupational orientations, essential workplace skills, language training, and supportive work placements. These programs help young and adult newcomers learn, explore, and succeed in New Brunswick.

## SKILLS LAUNCH

Skill Launch offers two tailored programs: one for newcomers aged 18 to 30 and another for those aged 30 and above. Participants are set on a path to full-time employment or further education and training. Through this full-time program, they gain insights into Canadian workplaces and the local labour market, enhance their job search and interview skills, study career-focused language, receive wellness coaching, and acquire local work experience through a paid job placement.

In 2023 – 2024, the Skills Launch Adult Program celebrated the graduation of cohorts 4, 5, 6, & 7.

## PRE-EMPLOYMENT SERVICES

Pre-Employment services consists of a suite of services that create clear pathways to meaningful employment in our newcomer community, which has been cited as the most important element in long-term retention and self-actualization of our newcomer commu-

nity, and to engage employers to ensure they can attract, hire and retain globally competitive talent.

Included in the suite are services and support related to pre-arrival employment, navigation and awareness of provincial employment, pathways to International Qualification Recognition (IQR) & World Education Services (WES).

Additionally, the team delivers workshops covering various topics: Effective Communication, Job Skills Development, Time Management, and Relationship building. In 2023-2024, those workshops were facilitated on weekly basis to offer support in all facets of personal and professional development and well-being.



## THE TEAM

- **Elizabeth Jonah** Department Manager
- **Sarah Arthur** Youth Inclusion Coordinator
- **Emily DeForege** Youth Inclusion Coordinator
- **Jihen Chemli** SWIS
- **Elaine Habana** SWIS
- **Melissa Coggan** SWIS
- **Jessica Fleet** SWIS
- **Meghan Touns** Pre-Employment Counsellor
- **Victoria Hordiichuk** Skills Launch Adult Coordinator
- **Anna Mae Sy** Skills Launch Youth Coordinator
- **Nojood Alakhrass** Skills Launch Instructor
- **Khalil Mokraoui** Headstart to Employment Navigator





## A MAGMA COMMUNITY IFTAR FOR ALL

The inaugural community Iftar hosted by MAGMA on April 12th, 2023, was more than just a meal—it was a celebration of unity and diversity. Iftar, the evening meal that breaks the fast of Muslims during the month of Ramadan at sunset marked by adhan, was served to 75 members of our ever-growing community. Hosted at MAGMA's very own Atrium, tables and general setting were themed in a way to mark the importance of the month on our community. Traditional dishes such as samosas, biryani, kebabs, baklava and individually wrapped dates adorned the tables, inviting everyone to savor new flavors and engage in meaningful dialogue.

The event was not just about sharing food but also about sharing stories, traditions, and experiences. It provided a platform for community members from different backgrounds to come together, learn from one another, and build connections that transcend cultural and religious boundaries. The warmth and hospitality extended by the hosts created an atmosphere where everyone felt welcome and valued.

This event highlighted the power of curiosity and openness in building stronger, more inclusive communities. By embracing the opportunity to learn about each other's customs and traditions, attendees fostered a deeper understanding and appreciation of the rich tapestry of cultures that make up our community. The conversations that took place over the meal served as a reminder of our shared humanity and the common values that unite us.

As the evening drew to a close, the sense of camaraderie and mutual respect lingered, reminding us all of the beauty that arises when we embrace our differences with an open heart. The community Iftar was not just a single event but a stepping stone towards creating a more cohesive and harmonious society, where diversity is celebrated, and everyone feels a sense of belonging.



# CARE FOR NEWCOMER CHILDREN

At the MAGMA CNC Centre, we embrace the rich tapestry of cultures within our community. Our curriculum weaves together the wonder of childhood with the unique traditions and experiences each child brings from home. Through play, exploration, and collaboration, children learn and grow in a safe and inclusive environment that honors their heritage.

Our objective is to provide a high quality, multicultural childcare experience that fosters a love of learning by integrating home life traditions and cultural practices into daily activities. We encourage open communication and collaboration with families from diverse background and create a learning environment that celebrates individuality and fosters global citizenship.

## 2023-2024 AT A GLANCE

### NEWCOMER CHILDREN

188

### NATIONALITIES

20



## CNC MANAGER'S MESSAGE

### A DECADE OF BUILDING A BRIGHTER FUTURE FOR CHILDREN

The past ten years have been a journey of immense pride for the CNC Department. We've grown from a humble team of four, caring for 13 children in the church basement to a vibrant team of ten, nurturing over 60 children across three programs in a beautiful, light-filled space.

At CNC, we celebrate diversity. Our team reflects the richness of our community, hand-picked for their expertise and multilingual skills. We believe this inclusivity is vital in creating a welcoming environment for families new to Canada. I am so proud to lead this amazing team. They understand the profound impact of early years on a child's development. Their commitment to providing exceptional care goes beyond the daily routine.

Imagine leaving your home country, facing the challenges of new language and culture, then entrusting your children to strangers. We understand the anxieties. CNC strives to ease this transition by offering a familiar face, a shared language, and someone who understands the unique needs of these newcomer families.

This is not just childcare; it's a bridge to a brighter future for both children and their families.

While the children may not retain specific memories of their time at CNC, the foundation we provide- the warmth, the nurturing environment, and the early love of learning- will undoubtedly shape their path for years to come.

Jamee Densmore

## PROGRAMS:

Our childcare program, which is funded by IRCC, seamlessly integrates with our Language School offering a unique solution for the community. Parents attending language classes at MAGMA can benefit from 3 different programs offered on the go daily; morning program from 9am-12pm, afternoon program from 1pm-4pm and then the evening program from 4pm-8pm. In each program two different types of care are offered:

- Long-Term Care: worry free childcare while one or both parents are studying in MAG-MA Language School
- Short-Term Care: convenient drop-off options for parents attending appointments with MAGMA Settlement Counselors or Program Managers.

## NATIONALITIES SERVED

- |               |               |
|---------------|---------------|
| • Turkey      | • Ethiopia    |
| • Afghanistan | • Mexico      |
| • Sudan       | • Rwanda      |
| • Kazakhstan  | • Burma       |
| • Syria       | • Ivory Coast |
| • Algeria     | • Bangladesh  |
| • Morocco     | • Pakistan    |
| • Ukraine     | • Korea       |
| • Vietnam     | • Japan       |
| • Cameroon    | • Malaysia    |

## PARTNERSHIP WITH THE BGC MONCTON & THE YMCA

CNC partnered with the BGC Moncton and the YMCA on the Family Zone for MOSAÏQ Festival 2023. Both organizations were such a huge help with the festival, providing activities and staff to make sure the festival was a success! We look forward to working with both the BGC and YMCA in the future!

## 2023-2024 HIGHLIGHTS

### HOLIDAY PARTY

Each year, the CNC Center comes alive with holiday cheer as we gather for our annual celebration. Filled with festive songs, delicious treats, and the excitement of Santa's visit, it's a magical day of joy and wonder. Santa generously brings us new books to spark young imaginations.



## MOSAÏQ FESTIVAL 2023

The CNC team was a standout presence at MOSAÏQ Festival's Family Zone. From crafting personalized Ukrainian name tags to introducing children to the gentle Iris at the zoo, they created unforgettable memories at every station.

### A TRAVEL TO YOU ZOO

The zoo brought an unforgettable adventure to our daycare. From slithering snakes and playful ferrets to adorable sugar gliders and the charming wandering pig, Iris, the children were captivated by the incredible creatures. They had a blast petting, holding, and even feeding the animals, and the sugar gliders' dazzling aerial show was the cherry on top.

### CMAS CANADA YEARLY INSPECTION

We are pleased to announce that our daycare has maintained its CMAS accreditation following a successful inspection in October 2023. The consultant conducted a thorough review of all three programs and commended our team on their dedication and commitment to quality childcare.

## CHALLENGES

We encountered significant challenges related to childcare demand and child behavior during the reported period. Our morning program experienced a high need for infant care while both morning and afternoon programs faced overwhelming demand for summer school-aged care. Additionally, we supported a number of children with special needs, requiring increased one-on-one attention for both children and staff.

### FUN FACT

CNC has two of the longest tenured employees at MAGMA. We speak 9 different languages between our current 10 staff members and have representation from 7 different countries.

# THE TEAM

- **Jamee Densmore** CNC Manager
- **Sierra Byram** Educator
- **Manal Osman** Educator
- **Kaitlyn Wilson** Educator
- **Karyss Jack** Educator
- **Svitlana Podkoldna** Educator
- **Aya Abouiessa** Educator
- **Lamiaa Khalil** Educator
- **Hairatpreet Kaur** Educator
- **Mohadase Riahi** Educator
- **Anna Polos** Educator
- **Cody Smith** Educator
- **Jacob Hills** Educator
- **Mayra Gomes** Educator

**THE NEWCOMER JOURNEY IS ONE OF RESILIENCE, PERSEVERANCE, AND NEW BEGINNINGS.**

## **MEET ADRIANA GUALLASAMIN**

My name is Adriana Guallasamin, and I'm from Quito, Ecuador. I grew up in the Andes region, surrounded by mountains, snowy peaks, and volcanoes. This fostered my love for nature, so I enjoy hiking and long walks. I'm also passionate about exploring different cultures, which led me to backpack and volunteer across Europe for two years.

Professionally, I hold an MBA and have over 10 years of experience in finance and managing social projects, having worked with both multinational companies and universities.

In February 2023, I moved to Moncton, Canada, with my husband, who had secured a job in the city. I was excited about our new home and had been eagerly researching the area.

From the moment we arrived in Moncton, we were warmly welcomed. Despite it being winter, our first day was unexpectedly mild and sunny. What truly impressed me was the friendliness of the locals—the bus driver's warm greetings and the way passengers expressed their thanks. I knew then that we had found the perfect place to call home.

Although I had previous experience living abroad, relocating permanently to start a family brought its own unique challenges. Packing up my life into just a few suitcases was overwhelming and adapting



to a new environment required significant adjustments. As a Latin American who deeply values community, leaving my family and friends behind was particularly difficult. However, I gradually connected with other newcomers who were navigating similar transitions. By sharing insights and supporting one another, we successfully adapted to the city and discovered its opportunities.

One of the biggest challenges I faced as a newcomer was the language barrier, especially since I hadn't practiced the language for some time. However, I approached this challenge with a positive and proactive attitude. I joined conversation circles with other newcomers, put myself out there to face new challenges, such as job hunting, and thoroughly prepared for interviews.

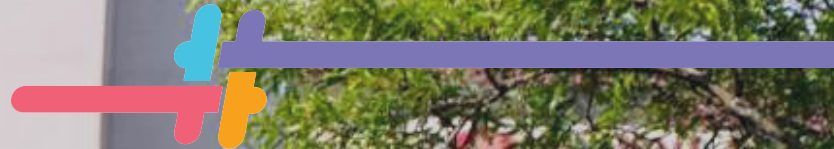
Before arriving in Canada, I received a letter about pre-settlement services and reached out to Amanda Saunders and Khalil Mokraoui. I was really impressed by the level of support MAGMA provided to newcomers, which gave me the confidence to settle into my new life in Moncton. It's interesting how Amanda and Khalil have now become my colleagues.

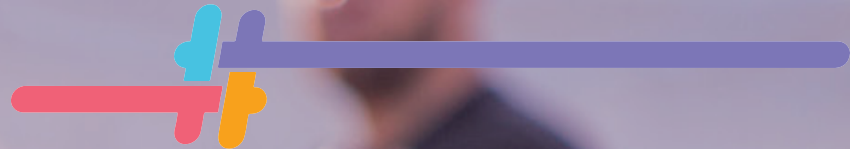
While searching for resources, I found the Skills Launch program, which was ideal for preparing me for the Canadian job market. Although I had the experience, I needed guidance on entering the market here. Through the program, I was given the opportunity to work on-the-job training (OJT) as a Settlement Counsellor, where I assisted asylum seekers in English, Spanish, and Portuguese. I was later hired full-time for the role.

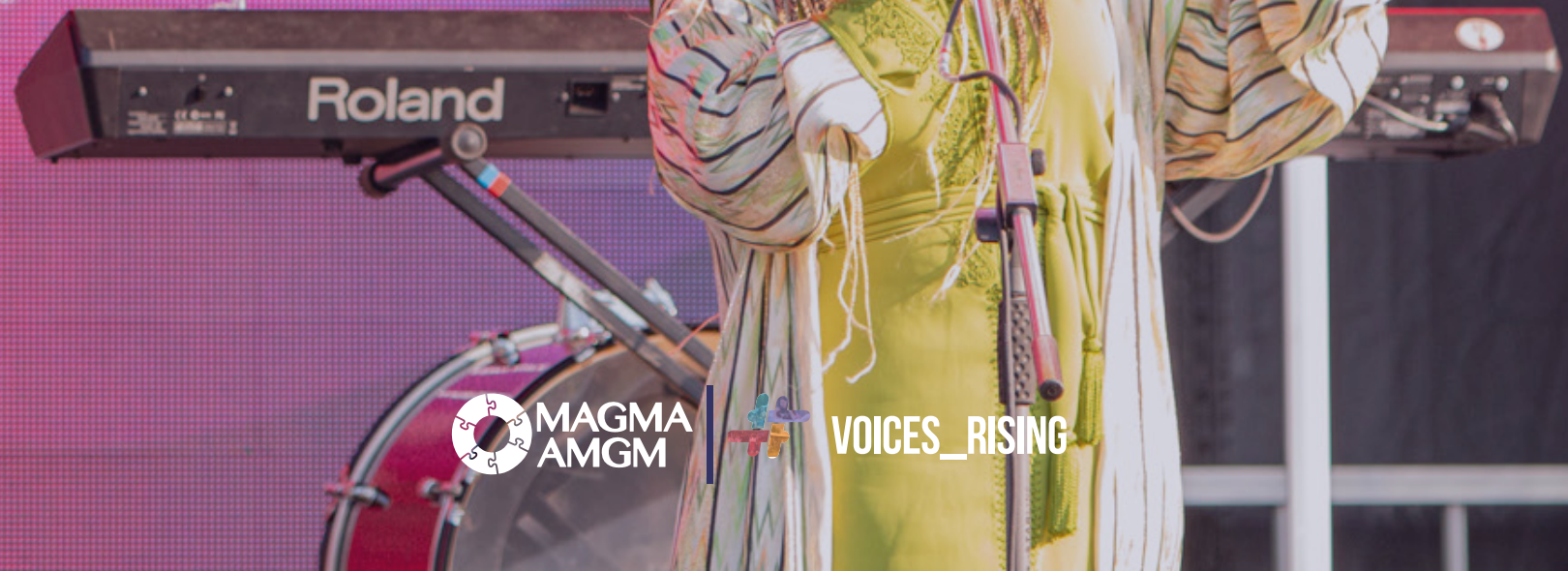
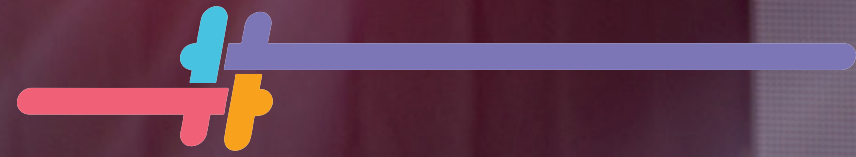
Working with asylum seekers has shown me the incredible resilience and strength of parents who endure numerous struggles and dangers on their journey to reach a safe country like Canada. They start from scratch—learning a new language and facing various challenges—all to provide their children with better opportunities for the future. Their dedication and hard work are truly inspiring.

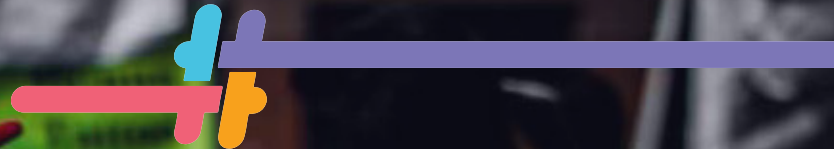
I aspire to continue supporting newcomers and to contribute to the community in the same way I was supported when I first arrived here. I aim to keep leading and strengthening the sense of community while sharing important opportunities with newcomers who are striving to create a stable life in this city.

Never give up. Sometimes plans don't go perfectly as we initially hoped, but everything can still work out in the right direction. There will be challenges, fears, and ups and downs along the way. However, if you work hard and persevere, you will reach your goals in this city, your new home.











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