

Grassroots community development:



growing agency and voice

Andrea Dunne & Carole Stretch;
Program Managers Welcome Sea to Sky



Whistler
Multicultural
Society

WORKSHOP PLAN

Grassroots community development: an approach

Case Study: Whistler Multicultural Society/Welcome Sea to Sky project

Grassroots community development: challenges, opportunities, and key ingredients

Breakouts, questions, discussion...

GROUP DISCUSSION

- Why are you here today... ?
- Share in your group:
- What community development initiatives are you, have you been, or are you planning to be involved with?
 - Population?
 - Outcomes looking for?
 - Expectations?
 - Principles?
- How are/were/will you be involved?
- Questions? Thoughts? Comments?

Have someone from your group summarize your discussion for the whole group.

GRASSROOTS COMMUNITY DEVELOPMENT

Principles

- Inclusive
- Equitable
- Capacity building
- Creative & asset-based

Outcomes

- Established & driven from within
- Evolutionary, not revolutionary

Process

- Process more important than product
- Responsiveness and flexibility
- Consensus-based
- Continuous feedback loop

CONTINUUM OF COMMUNITY ENGAGEMENT



Project or process is community initiated OR external organization initiated. The parameters and the projects are defined together and decision-making is shared. These projects empower communities while at the same time enabling them to access and learn from experiences and expertise from partners. Partners learn how to meaningfully engage with diverse populations.

Community-initiated and directed process or project. Institutions/organizations are only involved in a supportive role. This can be seen as community-led.

Projects or programs are initiated by external organization/institution but decision-making is shared with community. External institutions define the parameters of the project or process. This can be seen as participatory research.

Happens when community gives advice on projects or programs designed and run by external institution/organization. Community is informed about how their input will be used and the outcomes of the decisions are made by organizations. This can be seen as community advisory board.



Community is assigned a specific role and told how and why they are being involved. This can be seen as an appointment.

When community members appear to be given a voice in an externally initiated project, but in fact have little or no choice about what they do or how they participate.

Community members are used to help or “bolster” a cause in a relatively indirect way, although organizers do not pretend that the cause is inspired by community members..

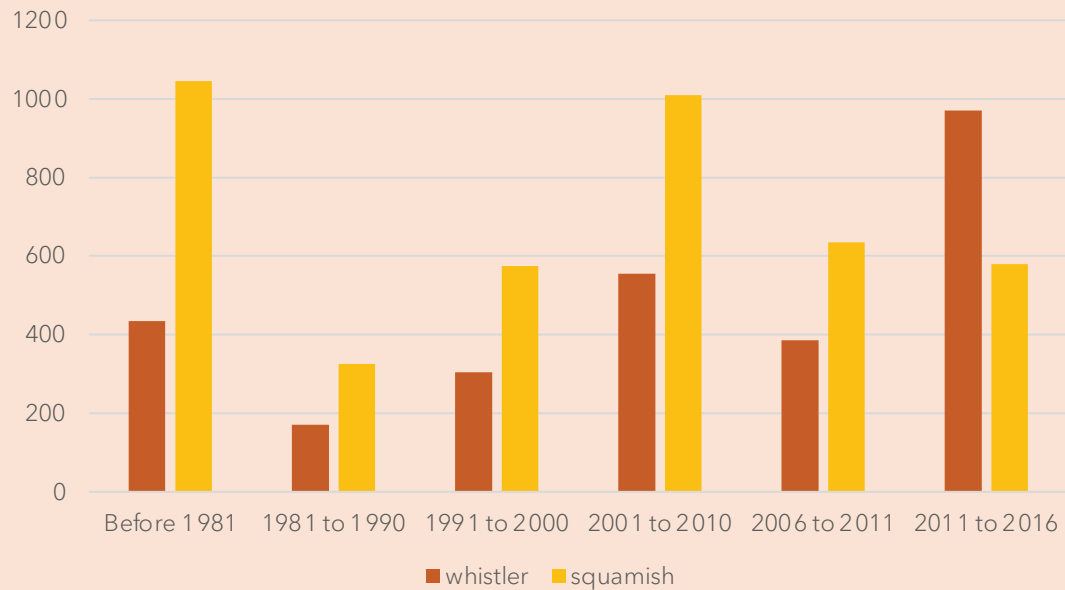
Happens where outside organizers use individuals to support causes but pretend or leave the impression that the causes are inspired by community members.

CASE STUDY: WHO AND WHAT?



CASE STUDY: WHY?

Actual immigration numbers: Whistler & Squamish historic



New immigrants represented almost 50% of Whistler's total population increase from 2011 to 2016

252% INCREASE
in new permanent residents landing in Whistler 2011-16 over 2006-11.

40% of immigrants, equivalent to 8% of the permanent population of Whistler, arrived between 2011 and 2016. In Squamish the percentage of the population arriving as immigrants in the same period was 3%, in Canada it was 3.1%.

10% of Whistler's permanent population ARE TEMPORARY FOREIGN WORKERS.

CASE STUDY: HOW?



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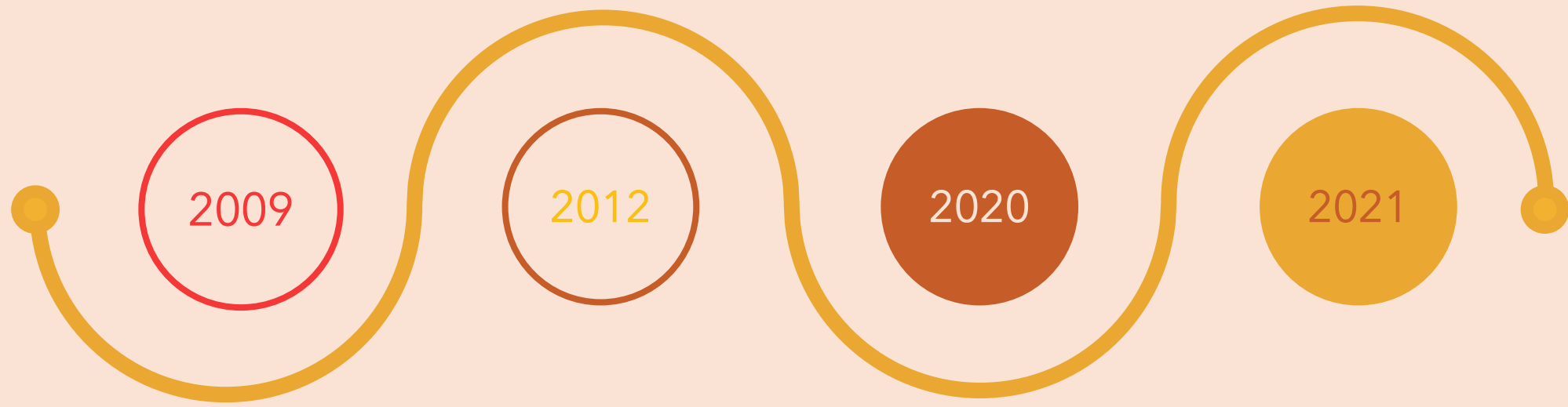
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FROM FUNDED PROGRAM TO SELF-DIRECTED NON-PROFIT



IMMIGRANT SETTLEMENT SERVICES

ESLSAP brings immigrants together through language learning; field trips and group activities.

FORMAL ADVISORY GROUP

Social support funding received: outreach started, focus groups, advisory board established, group names itself

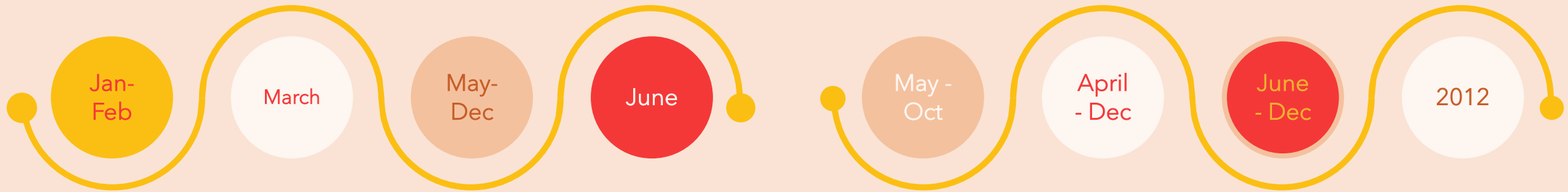
ADVISORY BOARD INCORPORATES

WMN takes decision to move to formal non-profit status as Whistler Multicultural Society; inaugural board of 9

WMS AWARDED WELCOME SEA TO SKY CONTRACT

Welcome Sea to Sky; IRCC & BCSIS; growing focus on local representation & advocacy

2012



FOCUS GROUPS

2 focus groups; 51 participants from 8 countries

- information provision and dissemination
- joint community building activities
- education and training
- a central location

ADVISORY BOARD

Advisory group formally established

- Regular meetings started
- Group names itself Whistler Multicultural Network (WMN)
- Sets up social media presence

FIRST TRAINING

- IPALS
- First Aid
- Foodsafe
- Community Leadership Program (CLP) developed for advisory board members

WMN INVITED TO WIC

Booth at Whistler Intercultural Celebration: first time an immigrant group had been asked to represent their cultures

INPUT TO LOCAL SPOs

Welcome Whistler Guide survey and report

REGIONAL ADVISORY COMMITTEE

SPOs from across the region establish RAC and terms of reference; advisory board reps also attend regularly.

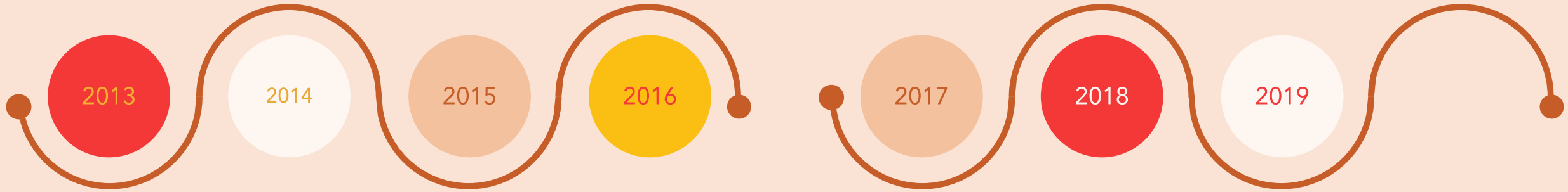
SUPPORT FROM LOCAL BUSINESS

- Logistics support for WIC
- Logo design and t-shirts;
- Support to join the 2013 72-hour filmmaker challenge
- Leadership program visioning facilitation
- Paid employment opportunities

PLANNING

Advisory Board meets 7 times; communicates clear values and direction: *'reaching out to make connections across immigrant communities to help other immigrants'*; vision developed

2013 TO 2019



COMMUNITY VISIBILITY & CAPACITY BUILDING

Same Difference
<http://youtu.be/UViuJsEYuYo>

First Whistler Multicultural Festival run by WMN; finance committee

Immigrant Outreach Workers - job descriptions from AB

Welcome Centre at library

CLP, IPALS with immigrant facilitators

CONSOLIDATION & LEARNING

WMF organization consolidated: regulations a barrier

Community volunteering teams (Ironman)

CLP, computer skills, pronunciation, new Immigrant Peer Educator program (IPEP), CVITP collaboration

CONSOLIDATION

WMF #3

Multicultural Community Kitchens (MCK) begin

Ongoing life skills, information & knowledge, cultural sharing' and drop-ins

IPEP #2

Advisory Board info on incorporating as a non-profit

ADDING CAPACITY & EXPERIENCE

WMF#4

CVITP #3

MCK funded by municipality & made food as a fundraiser at WMF

IPEP #3

Vital Signs focus groups participation

STRENGTHENING OUR CORE

WMF#5; food team provides all food

Regular programming calendar

Welcome Week collaboration

Cookbook from MCK fundraiser

Parenting in Another Culture focus group, report & pilot program

Pitch In Day team & volunteer program

STAYING THE COURSE

WMF#6

Ongoing regular programming calendar

MCK food team catered for local community foundation

ADVISORY BOARD RENEWED

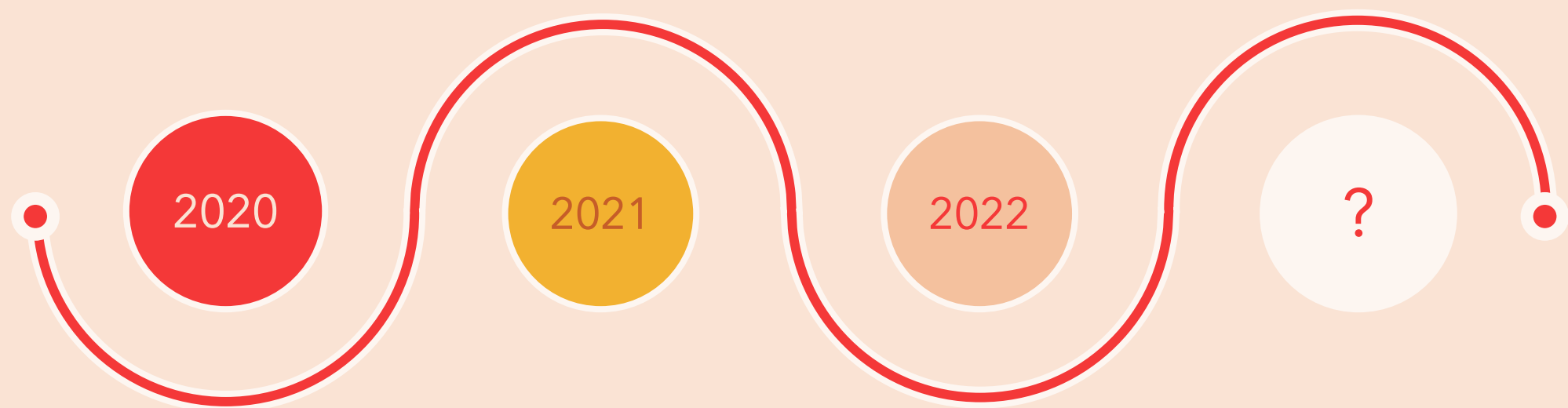
WMF#7

Ongoing regular programming calendar

MCK cookbook featured at Whistler Writer's Festival

PAC age-range broadened

WMN advisory board decides to incorporate as non-profit - Whistler Multicultural Society



INCORPORATION: FIRST EMPLOYEE

WMS incorporates 29
January 2020

Covid grant allows for
first employee

Municipal funding
recognizes social
support work of WMS

Virtual Multicultural
Festival

FIRST SERVICE CONTRACTS

Settlement partner
resigns & WMS takes on
Whistler Pemberton
partnership (April 2021)

Sunshine Coast services
supported from June
2021

BROADENING HORIZONS

Contract holder asks
WMS to add Squamish
settlement staff; WMS
settlement service
provider for S2S and
Sunshine Coast

Community
storytelling,
representation, and
education become key

WHAT'S NEXT?

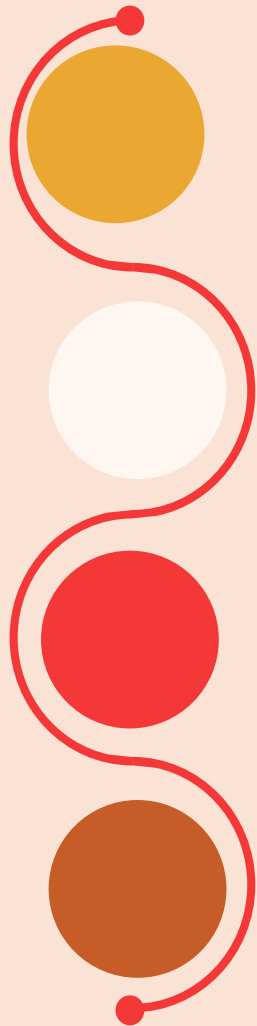
Sustainability,
especially financial

Project ideas include
social enterprise
(multicultural day
camps, after school
program, cooking
classes)

BREAK

Enjoy some pics of our experiences!!

KEY MOMENTS OF EMPOWERMENT



WIC 2012

Realizing the community was interested and willing to support.

WMF 2013

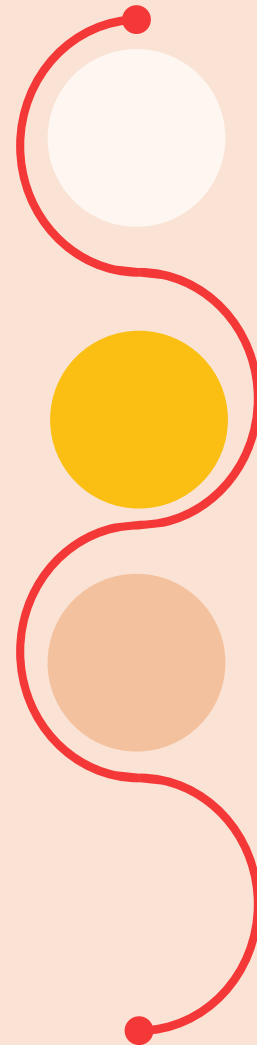
Decision to take on the multicultural festival.

SAME DIFFERENCE

Sharing a real life, everyday reality.

OUTREACH WORKERS

Describing and choosing peer workers to support them and implement their ideas.



WMF PARTICIPATION

Whether cooking, performing, volunteering, realizing they could achieve great things as a team and that local community members were interested and engaged.

PROGRAM FUNDING

Applying for/receiving funding from multiple sources.

FIRST AGM

Understanding how much has been achieved and receiving public recognition from their peers.

GROUP DISCUSSION

From your own experience, what are the

- Challenges
- Opportunities
- Key ingredients

of community development initiatives?

Share examples from your own experience.

Identify any questions your group may have to include in a summary for the whole group.

CHALLENGES, OPPORTUNITIES & KEY INGREDIENTS

Organizational status

Inclusivity

Partnerships and collaborations

Regulations

Project support needs

Leveraging other funding

Networks and contacts

Clear values and priorities, maintaining focus

Ability to focus on process rather than product

People, communication, respect, understanding... and fun...