

**What is
Moncton
Cares?**



We are...

A newcomer's first **friend**

An integration **support** agency

An **advocate** for immigrant minorities



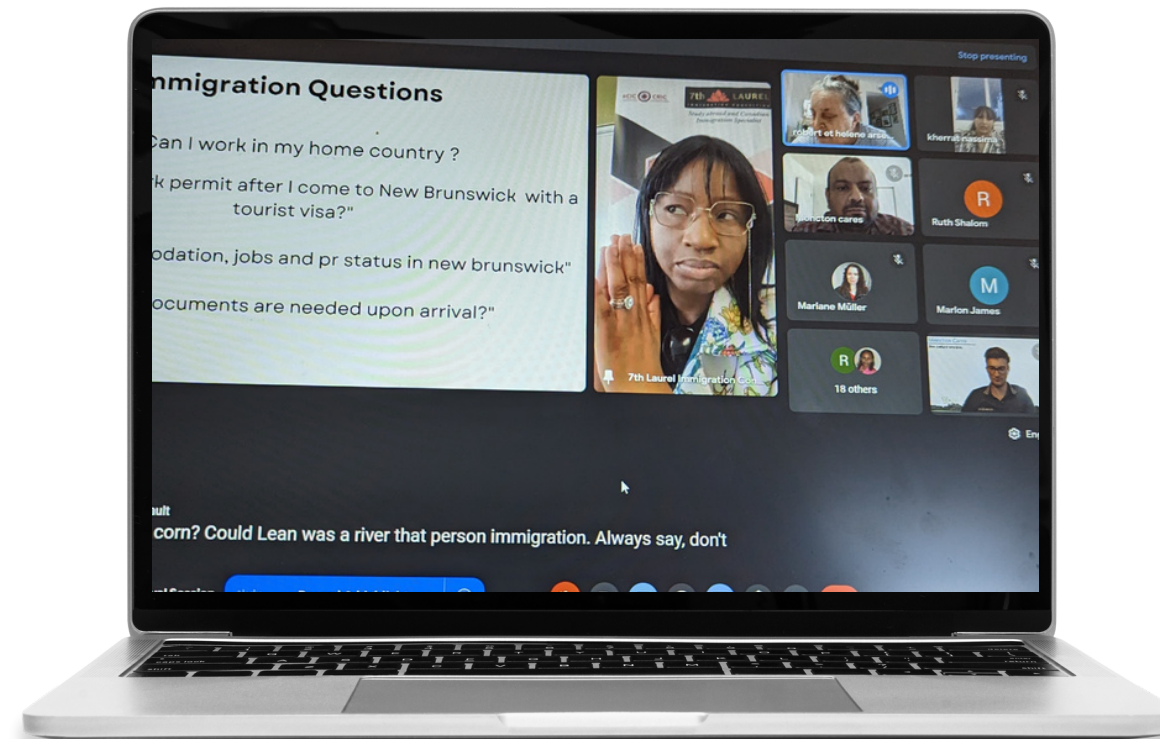


We have...

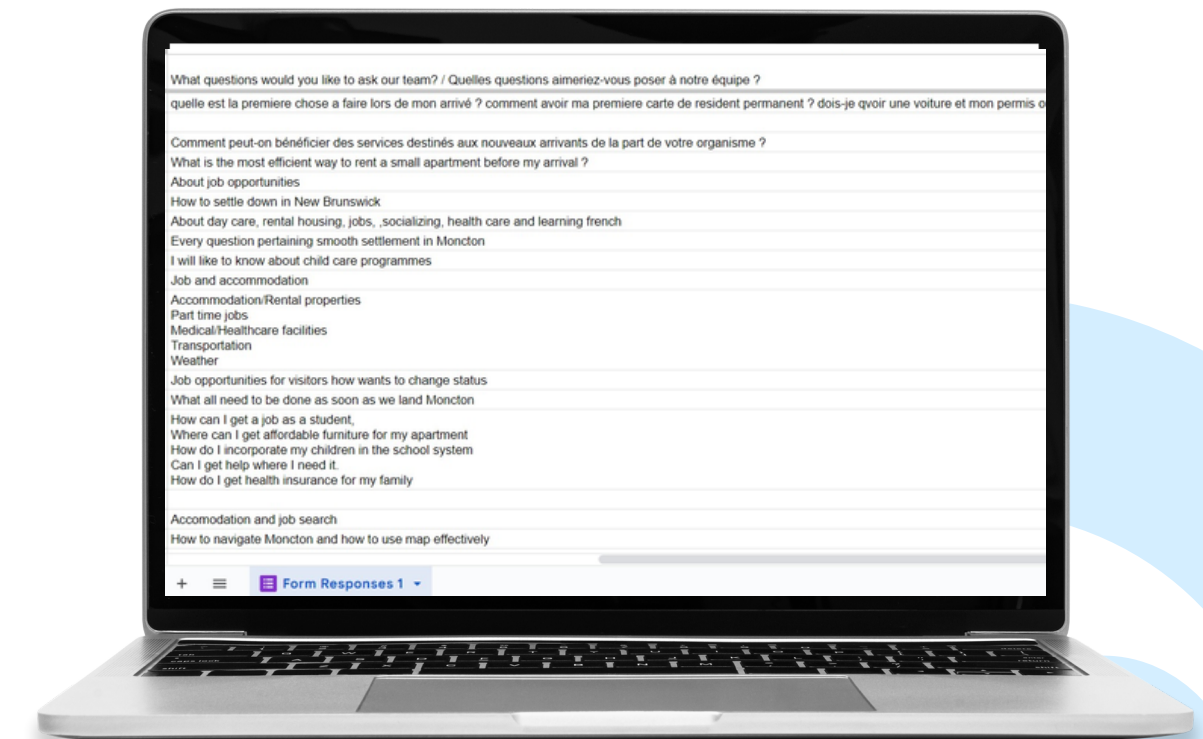
Given online pre-arrival sessions to **30 - 60** newcomers each month to help them prepare before arrival. In total **600+** So far



Virtual Sessions



Guest Speakers



Q/A Sessions

We have...

Welcomed + collected **1200+** newcomers at the
Greater Moncton Airport in the last year.





We have...

3 conversation circles. Spanish-English, English - Spanish & English - French, with over **300** newcomers who've come to practice languages (January - May 2023).



Volunteer

Sahar



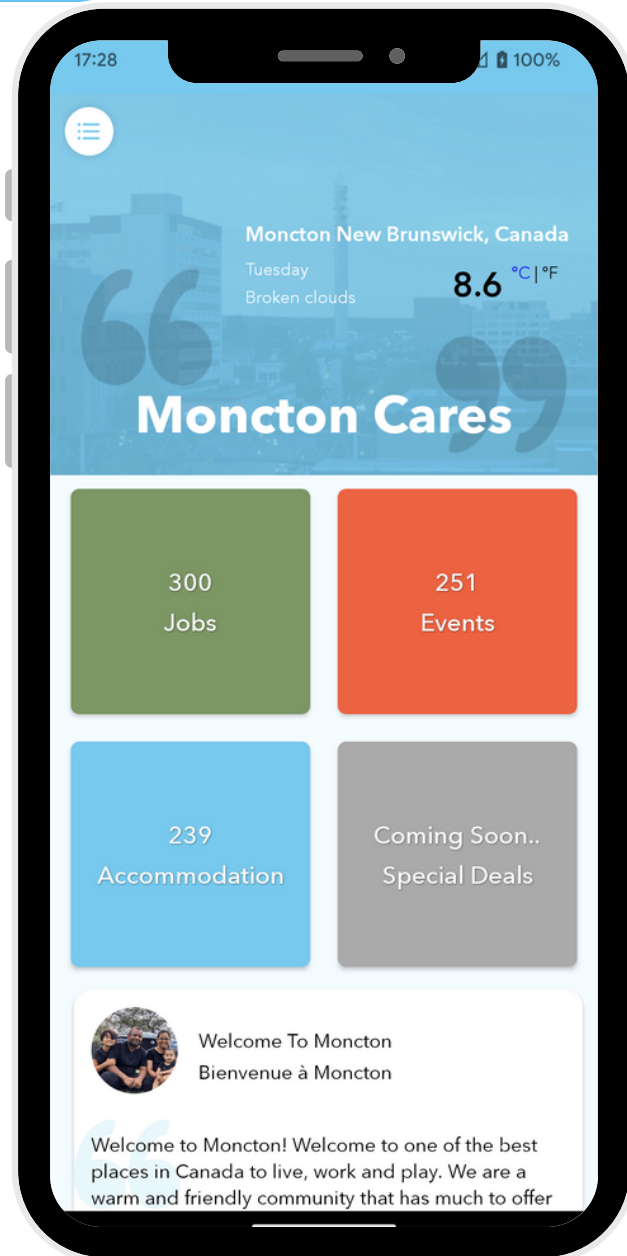
We have...

Helped **250 Newcomers** from Moncton learn to camp in Funday National Park (2022).



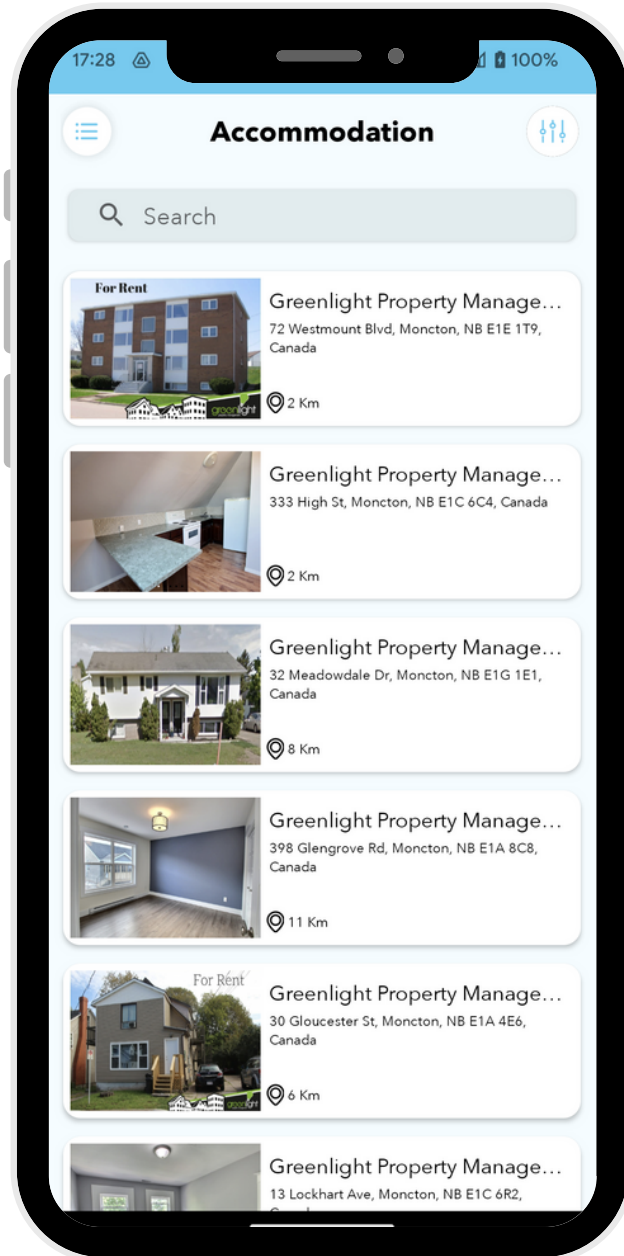


Our app has...



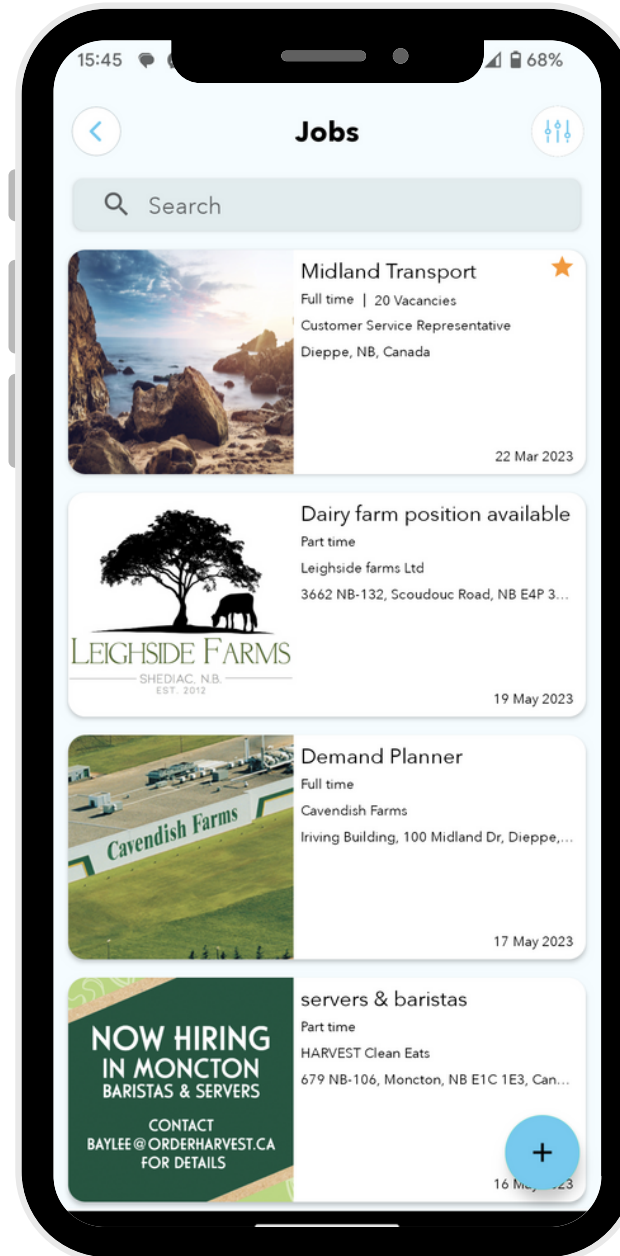
1400+

Newcomers using
our mobile app



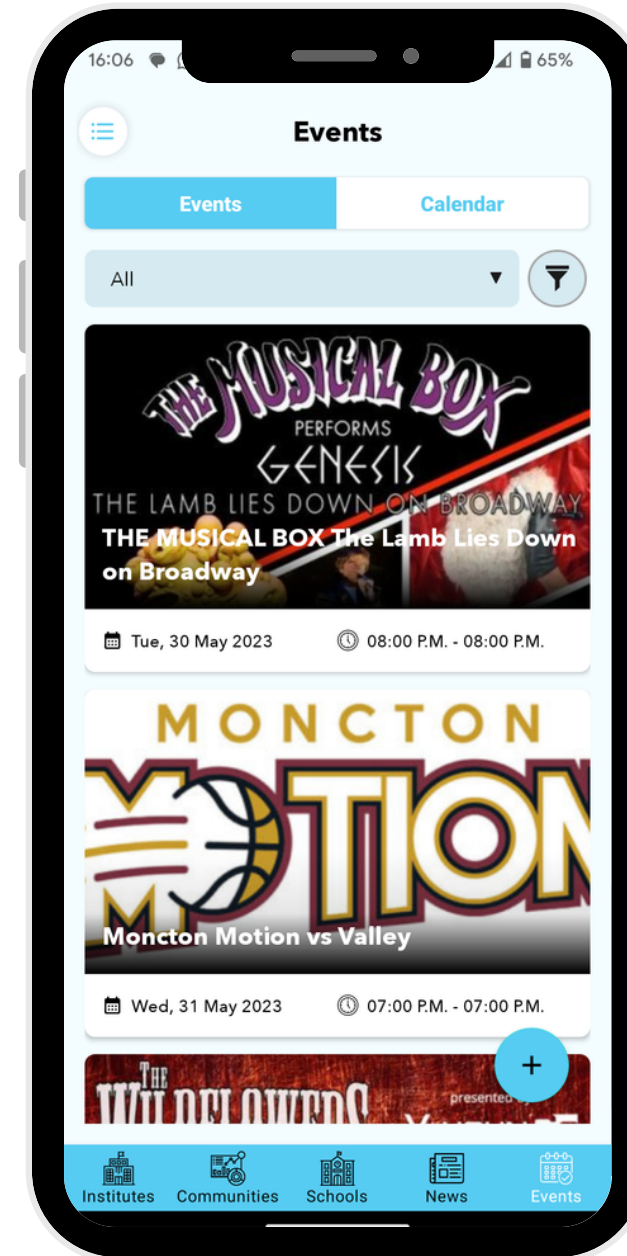
100-200

Accommodations
updated per week



10-15

Jobs listed per
week

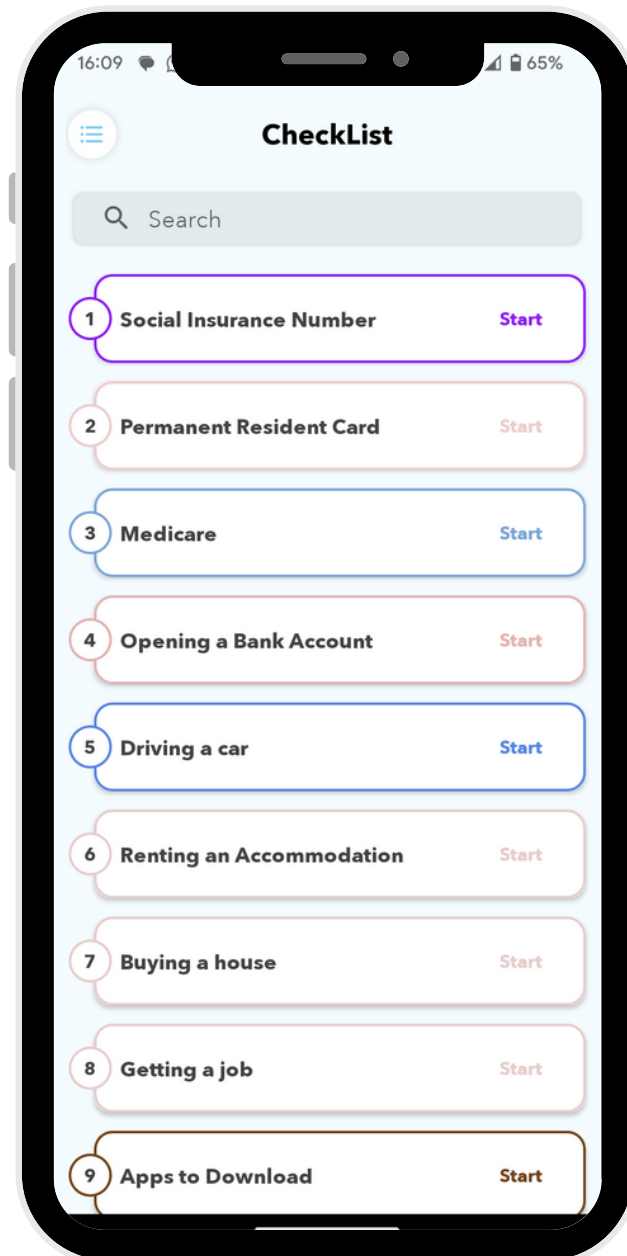


20-30

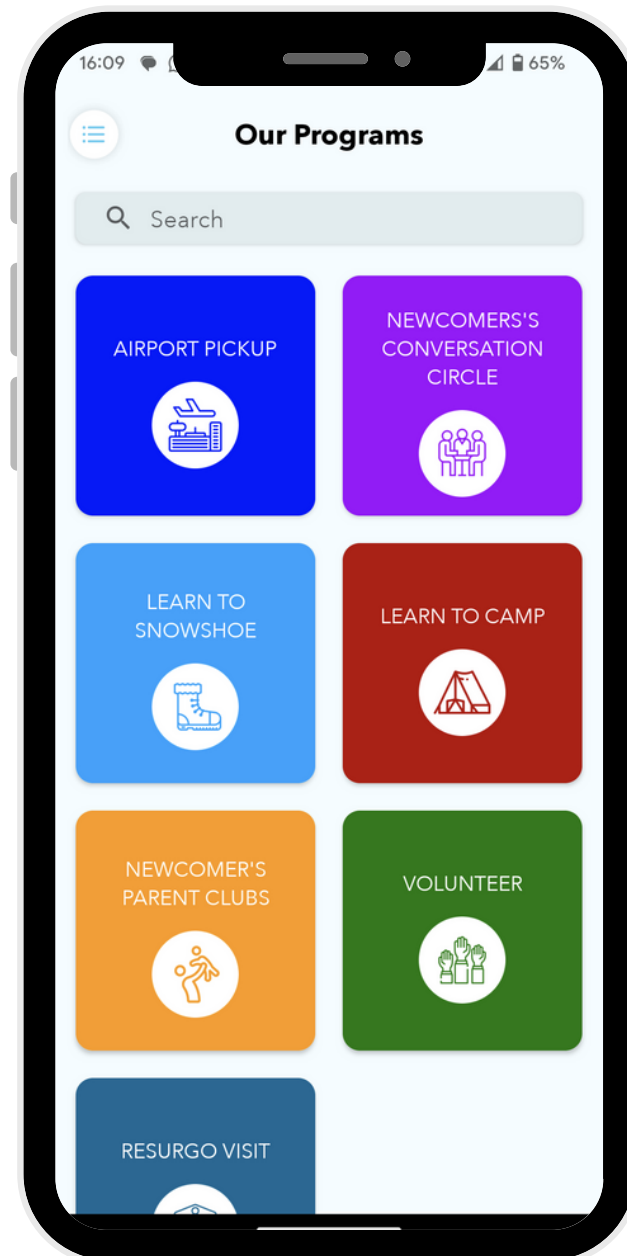
Community Events
listed/month



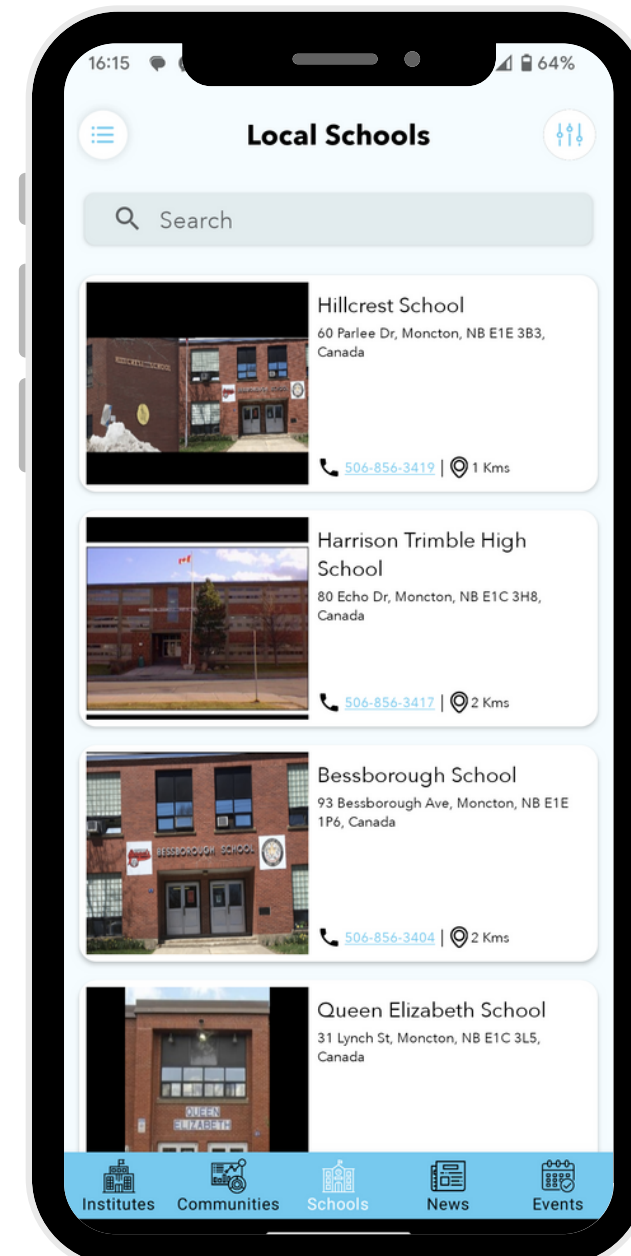
Our app has...



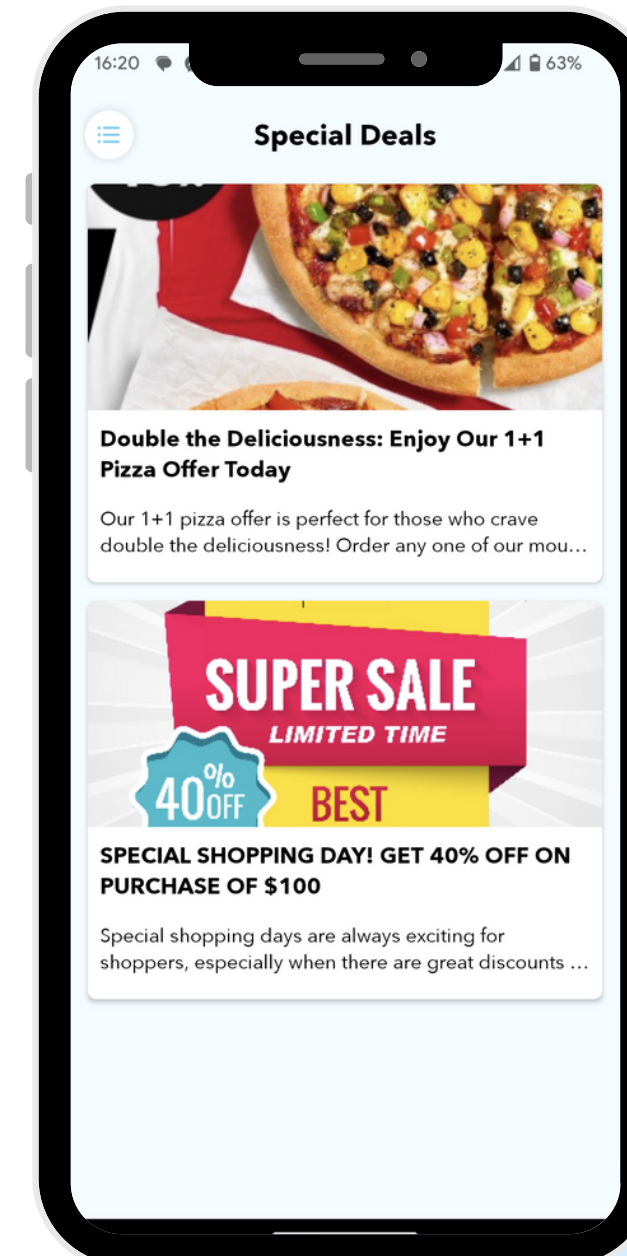
Newcomer Guides
and Checklists



Easy Program
Sign-Ups



Newcomer
Community
Resource Guides



Community Deals

Volunteer
Binita
Raval



And more...

500+

Registered Participants:

- Learn to Camp
- Learn to Snowshoe
- Introduction to Sports

3000+

Registered Participants:

- Settlement Services
- Integration activities
- Skill building events

120

Participants (2023)

- Free Newcomer tax clinic

etc...



**Why do
we care?**



Volunteer

Binita Raval



We care...

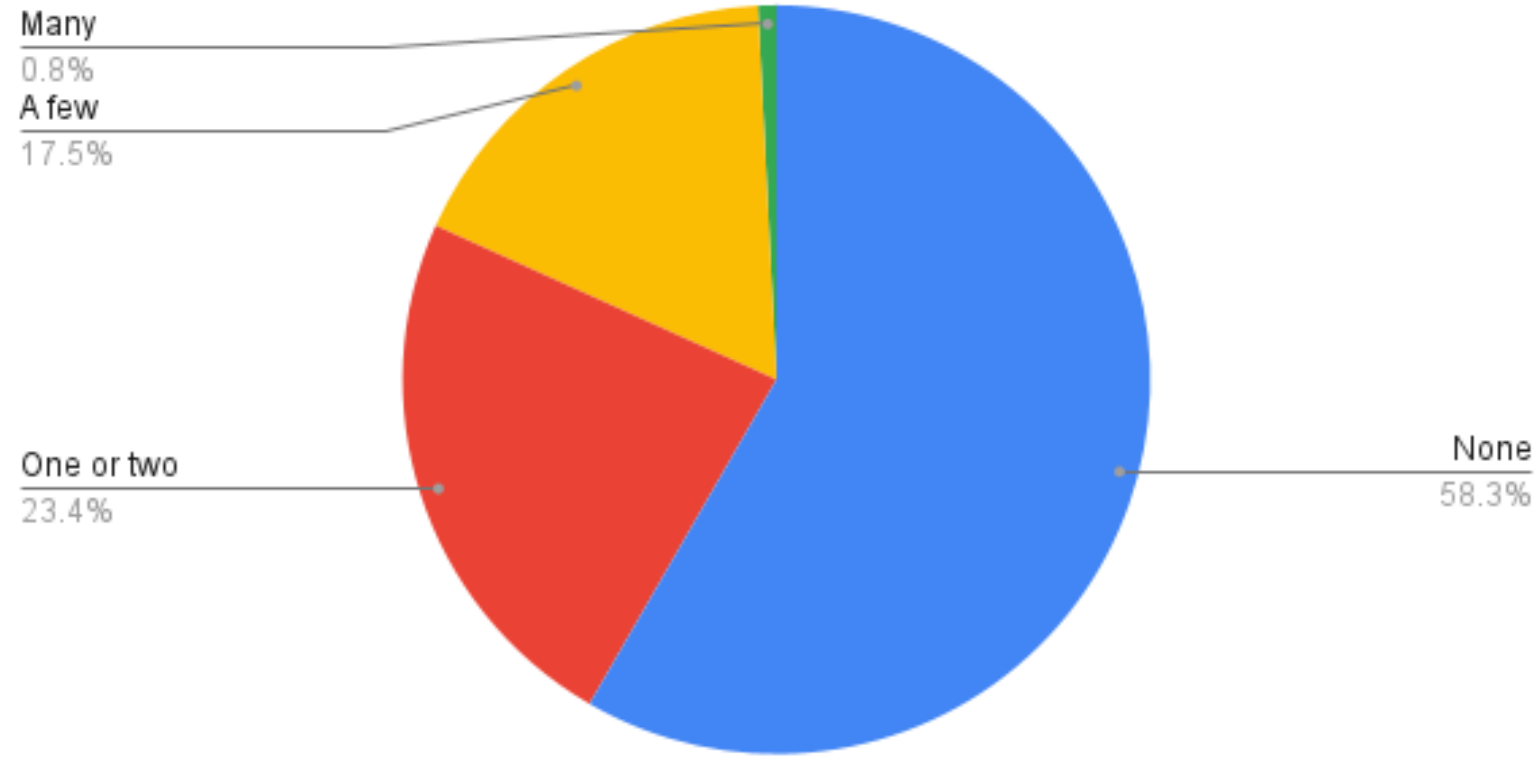
After 2 Years, **25%** of newcomers still haven't made a Canadian friend (2022/23).

On average, it takes newcomers over **1** year to share a meal with Canadian friends (2022/23).

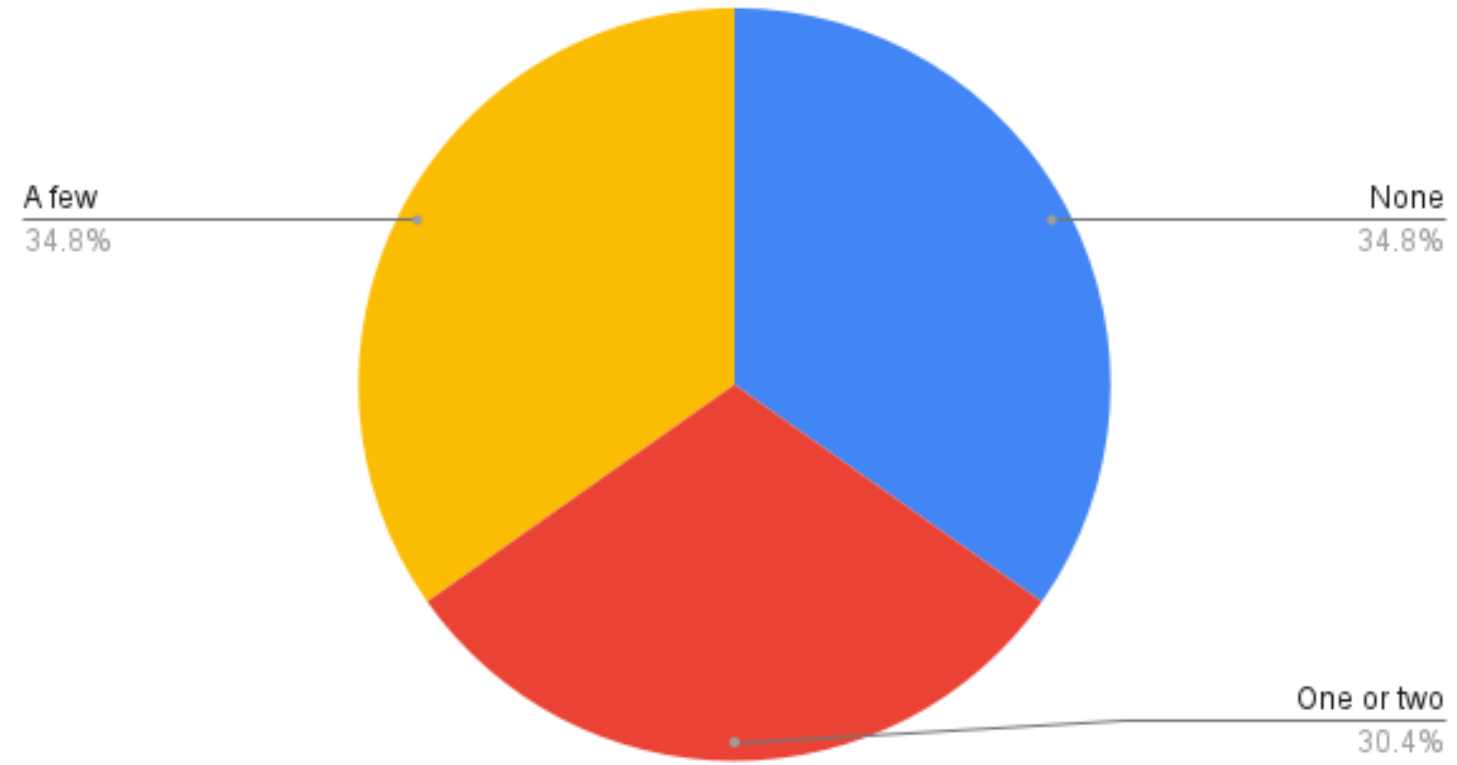
Moncton retains **30%** less 'economic Immigrants' compared to Canada overall (2020).



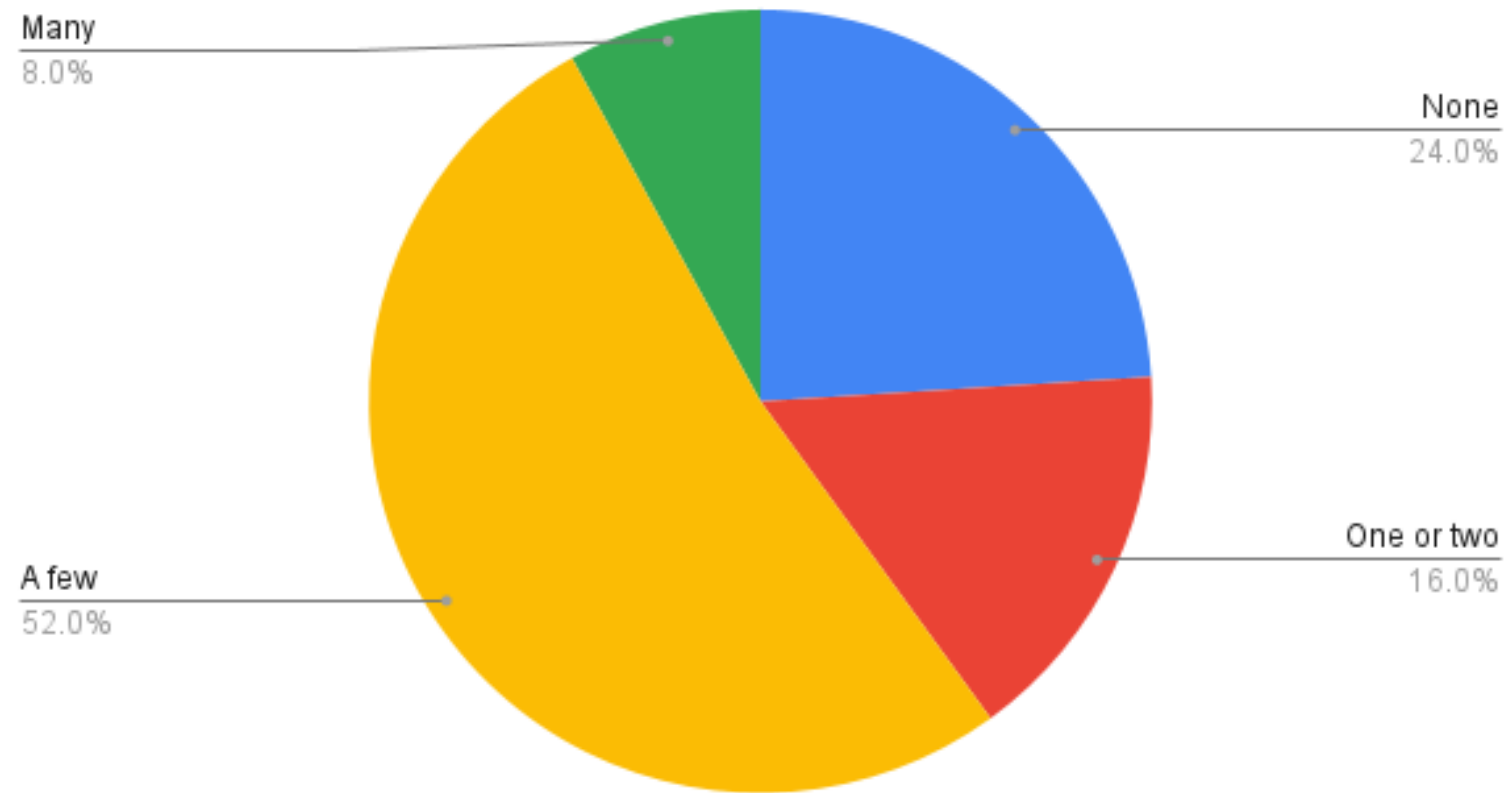
Have you made any Canadian friends? >6 months



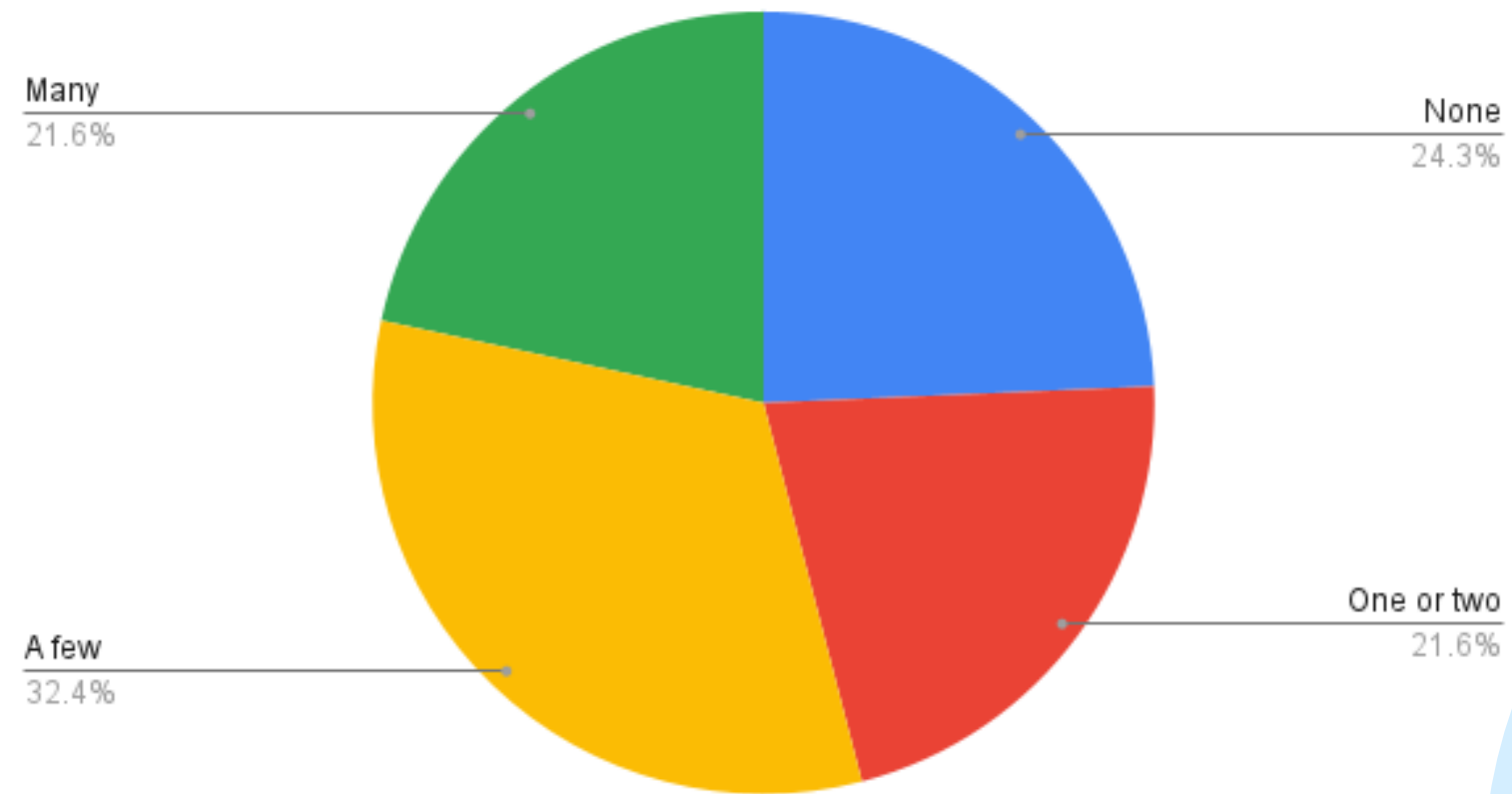
Have you made any Canadian friends? 6 Months - 1 Year



Have you made any Canadian friends? 1-2 Years



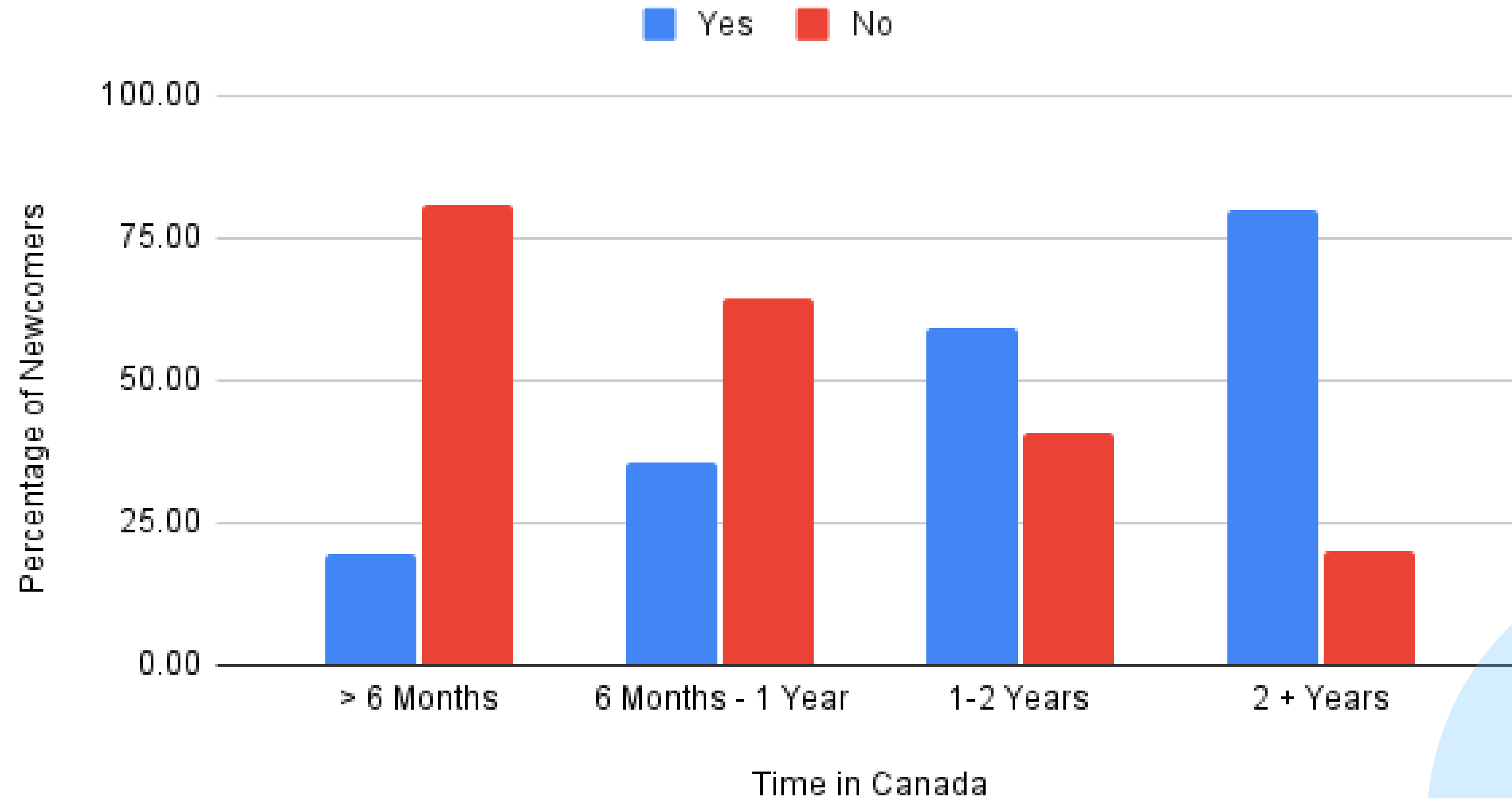
Have you made any Canadian friends? 2+ Years



Moncton Cares Newcomer Survey(2022 - 2023). 366 participants.



Have you shared a meal with Canadian friends?



Moncton Cares Newcomer Survey(2022 - 2023). 366 participants.



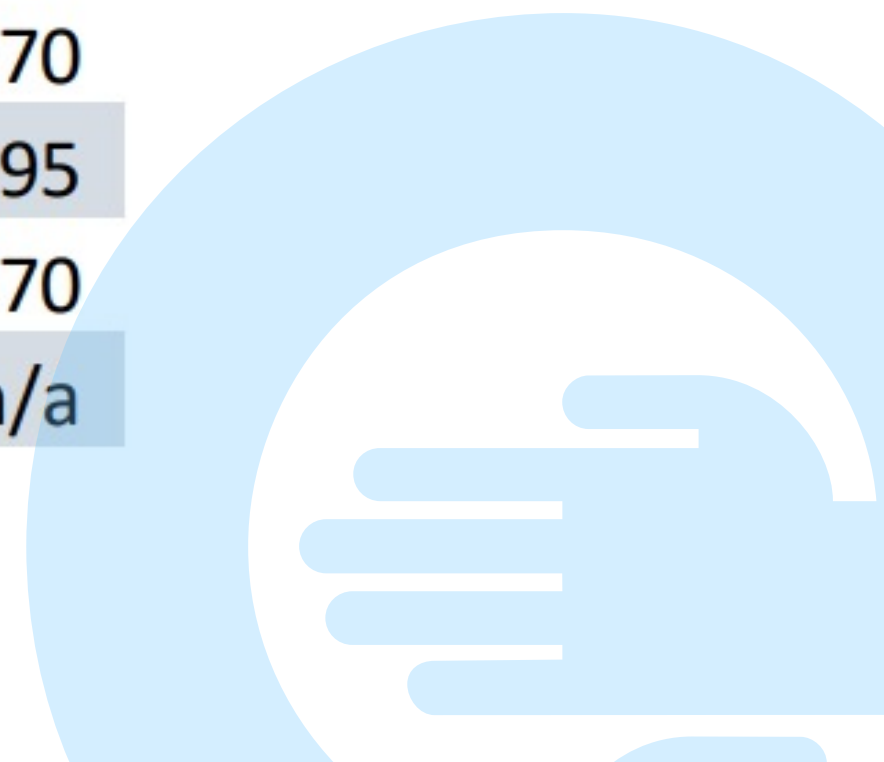
**Table 6: Immigrant retention rate, by landing year (as of the 2020 tax filing year)
Moncton CMA**

| | <u>2015</u> | <u>2016</u> | <u>2017</u> | <u>2018</u> | <u>2019</u> | <u>2020</u> |
|-------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Total immigrants | 44.4 | 48.8 | 50 | 63.6 | 60.8 | 64.3 |
| Immigrant sponsored by family | 63.6 | 83.3 | 69.2 | 82.4 | 84.2 | 91.7 |
| Economic immigrant | 38.2 | 36.4 | 46 | 59.9 | 58.2 | 62.3 |
| Refugee | 75 | 64.3 | 62.5 | 85.7 | 70.6 | n/a |

*Relative to Canada overall
(CAN = 1.00)*

| | <u>2015</u> | <u>2016</u> | <u>2017</u> | <u>2018</u> | <u>2019</u> | <u>2020</u> |
|-------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Total immigrants | 0.53 | 0.58 | 0.58 | 0.73 | 0.69 | 0.70 |
| Immigrant sponsored by family | 0.69 | 0.90 | 0.74 | 0.88 | 0.89 | 0.95 |
| Economic immigrant | 0.48 | 0.46 | 0.56 | 0.73 | 0.69 | 0.70 |
| Refugee | 0.86 | 0.74 | 0.71 | 0.96 | 0.78 | n/a |

Source: Statistics Canada Table: 43-10-0022-01.



Survey Results

ACCESSING IMMIGRANT SUPPORT SERVICES

- Top 6:
 - o Hola NB (44%)
 - o Moncton Cares (44%)
 - o MAGMA (35%)
 - o WorkingNB (32%)
 - o OpportunitiesNB (17%)
 - o CAFi (15%)

RESEARCHING THEIR MOVE TO GREATER MONCTON

- Social medias are the top source, followed by WhatsApp groups, HolaNB, friends and family already established in Canada, Moncton Cares, other recent immigrants and the IRCC website.

SEARCHING FOR WORK

- Top 5 sources : LinkedIn, Online sources, WorkingNB, Newcomers job fairs, Moncton Cares
- 51,5% said language was a barrier (65% among those filling out the French version of the survey and 51% for the English)

44% of Newcomers used Moncton Cares services

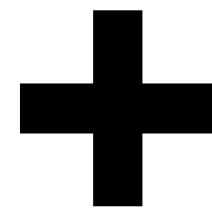
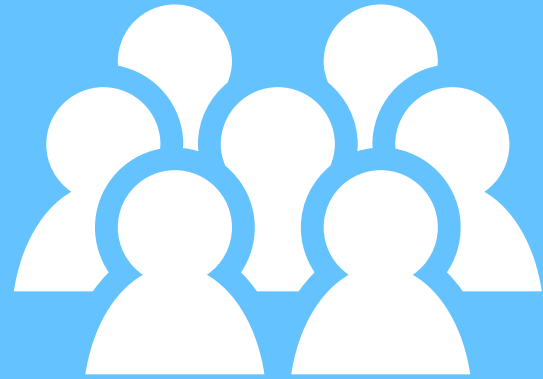
Moncton Cares listed as a **'top source'** for pre-arrival research

Moncton Cares listed in the **'Top 5 sources'** for Job Searches.

We have...

Newcomers helping newcomers

100+ Newcomers
requesting to become
volunteers (2022)



10+ Canadians
requesting to become
volunteers (2023)

We need...

Canadians welcoming newcomers



Moncton Cares

