



"Becoming a Library Champion gives me the opportunity to help more people like me."

NewToBC presents the **Library Champions Project**

Here's a program that's changing lives. A lot of lives.



"As a newcomer, it was a good opportunity to learn about the valuable resources and services in the community."



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NewToBC is an initiative of Public Library InterLINK



It is the pleasure of Public Library InterLINK and NewToBC to present this update on the Library Champions Project!

Originating in 2013, the program initially worked with library systems and community agencies located in ten communities in Metro Vancouver and the Fraser Valley. Funded by Immigration, Refugees and Citizenship Canada (IRCC) since 2014, the program quickly became a success and part of the settlement service landscape; each year the project has exceeded targets – participant numbers, outreach numbers, social media reach, etc. When the COVID-19 pandemic arrived, the project team adapted swiftly, embracing online and hybrid formats allowing for ongoing program delivery while continuing to exceed program expectations.

Fast forward to winter 2021 and the program expanded further. Leveraging the ability to deliver the program online, NewToBC / Public Library InterLINK took a bold step by extending project services and resources to support newcomers, libraries and service providers in communities and regions across British Columbia. Since then, the Library Champions Program has been offered in 22 communities in the province, including in rural and remote regions.

Year after year, the NewToBC team has been on a mission, training over 200 individuals annually. Since inception, more than 2,300 newcomers have been trained as Library Champions. These champions have collectively reached out to over 112,000 fellow newcomers in one-to-one meetings, groups sessions and via email. And yet, that is not even the full picture – utilizing social media platforms such as Facebook, WeChat, WhatsApp, and Telegram, the Champions have reached more than 2.3 million others. The effort and scope of the Library Champions' collective outreach is truly tremendous!

2022 – 2023 Program Highlights

In 2022 – 2023, NewToBC offered 20 cycles of the program, recruiting 247 Library Champions (208 completed training, 198 completed the program). Champions originated from more than 40 countries, reflective of the diverse demographics of new immigrants to British Columbia.

These Champions reached out to 6,051 other newcomers and delivered 982 presentations to groups at a range of community agencies. They made more than 650 posts on various social media platforms, including ethnic social media platforms, promoting the project and library and community resources. These posts made nearly 1 million impressions across platforms.

Beyond the numbers lies a heartwarming story of personal growth and community connection. Through the program training sessions, Library Champions not only learn about library and settlement services but also hone their communication skills, build their understanding of different cultures, gain valuable volunteer experience, connect to their communities, and build lasting friendships. In their outreach, they pass on their community and library knowledge and encourage and support other newcomers to access resources, programs and services. The program has become a vital piece of the settlement and integration continuum in B.C.



"One of the most fulfilling things about being a Library Champion is seeing the impact of our work. When we organize events or share resources, we can see the immediate benefits for our community."



"I'd definitely recommend the program, and I'd do it by saying that it is the most efficient way to connect with other newcomers, learn about the different library services, practice your English in a safe group, and find yourself belonging to the community."

2022 – 2023 LCP Training and Outreach Summary

The program is currently celebrating another impressive year.

Community	Groups	Attendees of Info Session	LCs Enrolled	LCs Trained	LCs Completed Project	Newcomers Reached	Reps of Orgs Reached	Social Media Impressions
Burnaby	2	38	27	18	18	235	13	2,027
Coquitlam & Port Moody	2	45	29	23	22	745	47	54,303
Greater Victoria	2	17	13	11	11	362	9	5,307
Langley	1	7	10	9	9	150	2	1,650
Maple Ridge	1	10	7	6	5	164	19	1,261
Metro Vancouver	1	27	11	11	10	225	77	4,193
North Shore	2	22	21	19	18	811	42	60,512
Richmond	2	37	20	18	18	398	109	144,278
Surrey	3	64	53	47	44	1,618	501	12,530
Vancouver	4	110	56	46	43	1,343	163	703,755
Grand Total	20	377	247	208	198	6,051	982	989,816

Numbers by Year Since Inception

Over the years, participation and program demand has remained high, but social media impressions have increased markedly.

Contract	Groups	Attendees of Info Session	LCs Enrolled	LCs Trained	LCs Completed Project	Newcomers Reached	Reps of Orgs Reached	Social Media Impressions
2022-23	20	377	247	208	198	6,051	982	989,816
2021-22	16	296	201	185	177	11,572	484	1,244,017
2020-21	16	263	195	184	175	6,079	406	14,135
2019-20	15	250	181	165	155	5,978	347	2,310
2018-19	15	197	184	175	170	8,303	510	3,617
2017-18	15	179	176	168	166	8,232	699	1,532
2016-17	15	230	195	189	178	9,683	684	7,993
2015-16	16	307	237	219	203	13,675	970	0
2014-15	15	334	207	204	193	13,062	843	0
2013-14	30	664	363	357	345	25,513	2,114	0
Grand Total	173	3,097	2,186	2,054	1,960	108,148	8,039	2,263,420



Numbers by Community Since Inception

Program participation continues to expand, reaching newcomers across the province.

Community	Groups	Attendees of Info Session	LCs Enrolled	LCs Trained	LCs Completed Project	Newcomers Reached	Reps of Orgs Reached	Social Media Impressions
Vancouver	37	765	479	451	429	27,711	2,059	1,463,604
Surrey	28	608	404	380	364	19,694	1,986	136,417
Richmond	21	333	250	237	224	12,552	942	270,498
Coquitlam	11	231	156	152	144	8,086	586	385
Burnaby & New Westminster	11	133	132	124	119	4,593	326	54,075
Coquitlam & Port Moody	10	179	131	120	119	6,997	290	71,579
Burnaby	10	178	125	115	114	5,514	355	2,027
North Shore	9	119	107	100	94	5,203	256	101,051
Langley	7	120	97	92	86	3,409	300	147,432
West Vancouver	7	100	73	73	67	4,087	262	128
North Vancouver, City	4	82	52	50	47	3,317	221	0
Abbotsford	4	44	43	41	39	1,738	115	1,356
Maple Ridge	4	45	38	35	33	957	57	1,454
New Westminster	2	29	22	14	13	1,289	91	0
Regional Groups	1	23	17	15	15	532	17	102
North Vancouver, District	1	20	16	15	14	887	26	0
Greater Victoria	2	17	13	11	11	362	9	5,307
Metro Vancouver	1	27	11	11	10	225	77	4,193
Port Moody	1	12	8	6	6	278	12	17
Kelowna - Okanagan	1	17	6	6	6	200	11	3,795
Delta	1	15	6	6	6	517	41	0
Grand Total	173	3,097	2,186	2,054	1,960	108,148	8,039	2,263,420



For more information about the Library Champions Program and NewToBC, go to www.newtobc.ca or call 604.437.8441.