



"I highly recommend the Library Champions Project to fellow newcomers, especially for its transformative impact on self-confidence and community integration."

## NewToBC presents the **Library Champions Project**

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



"The Library Champions Project is an incredible adventure, allowing you to feel like a necessary and important part of a new country. Full of new friendships and valuable information."



Funded by:

Financé par :



Immigration, Refugees and Citizenship Canada

Immigration, Réfugiés et Citoyenneté Canada

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 116,488 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 2.45 million others. The effort and scope of the Library Champions' collective outreach is truly tremendous!

### 2023 – 2024 Program Highlights

**In 2023 – 2024, NewToBC offered 23 cycles of the program, recruiting 301 Library Champions (258 completed training and 241 completed the program). Champions originated from more than 87 countries, reflective of the diverse demographics of new immigrants to British Columbia.**

**These Champions reached out to 8,340 other newcomers and delivered 1,216 presentations to groups at a range of community agencies. They made hundreds of posts on various social media platforms, including ethnic social media platforms, promoting the project and library and community resources. These posts made nearly 200,000 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.



"By getting involved, you open doors to not only discovering more about the library but also enhancing essential skills like communication, listening, and presentation."



"I am proud to be a member of this community and after participating in this project I feel even more connected to it and empowered to contribute to its further growth and success."

## 2023-2024 LCP: Enrollment, Training, & Outreach Statistics

(May 2024; ordered alphabetically by community)

Community	Groups	Attendees of Info Session	LCs Enrolled	LCs Trained	LCs Completed Project	Newcomers Reached	Reps of Orgs Reached	Social Media Impressions
Abbotsford & Mission	1	17	9	5	5	149	28	135
Burnaby & New Westminster	2	64	32	28	28	965	49	77,326
Coquitlam & Port Moody	2	44	23	21	20	588	72	29,782
Greater Victoria	1	8	5	5	5	115	33	133
Langley	1	25	14	14	12	368	7	194
Maple Ridge & Port Coquitlam	2	35	21	20	19	886	29	589
North Shore	1	11	8	5	3	215	9	1,181
Regional	5	129	48	36	36	982	462	18,400
Richmond	2	49	27	27	21	806	44	35,963
Surrey	3	64	61	54	53	1,174	299	7,548
Vancouver	3	131	53	43	39	2,092	184	23,653
<b>Grand Total</b>	<b>23</b>	<b>577</b>	<b>301</b>	<b>258</b>	<b>241</b>	<b>8,340</b>	<b>1,216</b>	<b>194,904</b>

## LCP Enrollment, Training, & Outreach Statistics: Overall by Fiscal Year

(May 2024; ordered by fiscal year)

Fiscal Year	Groups	Attendees of Info Session	LCs Enrolled	LCs Trained	LCs Completed Project	Newcomers Reached	Reps of Orgs Reached	Social Media Impressions
2023-24	23	577	301	258	241	8,340	1,216	194,904
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
<b>Grand Total</b>	<b>196</b>	<b>3,674</b>	<b>2,487</b>	<b>2,312</b>	<b>2,201</b>	<b>116,488</b>	<b>9,255</b>	<b>2,458,324</b>





### LCP Enrollment, Training, & Outreach Statistics: Overall by Community (May 2024; ordered by # of groups in community)

Community	Groups	Attendees of Info Session	LCs Enrolled	LCs Trained	LCs Completed Project	Newcomers Reached	Reps of Orgs Reached	Social Media Impressions
Vancouver	40	896	532	494	468	29,803	2,243	1,487,257
Surrey	31	672	465	434	417	20,868	2,285	143,965
Burnaby & New Westminster	25	404	311	281	274	12,361	821	133,428
Coquitlam & Port Moody	24	466	318	299	289	15,949	960	101,763
Richmond	23	382	277	264	245	13,358	986	306,461
North Shore	22	332	256	243	225	13,709	774	102,360
Langley	8	145	111	106	98	3,777	307	147,626
Regional Groups	7	179	76	62	61	1,739	556	22,695
Abbotsford & Mission	5	61	52	46	44	1,887	143	1,491
Maple Ridge & Port Coquitlam	6	80	59	55	52	1,843	86	2,043
Greater Victoria	3	25	18	16	16	477	42	5,440
Central Okanagan (Kelowna)	1	17	6	6	6	200	11	3,795
Delta	1	15	6	6	6	517	41	0
<b>Grand Total</b>	<b>196</b>	<b>3,674</b>	<b>2,487</b>	<b>2,312</b>	<b>2,201</b>	<b>116,488</b>	<b>9,255</b>	<b>2,458,324</b>



For more information about the Library Champions Program and NewToBC, go to [www.newtobc.ca](http://www.newtobc.ca) or call 604.437.8441.