



2010/11

# EmbraceBC Program Guidelines

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## **British Columbia's cultural diversity**

Communities in British Columbia are now more culturally, racially and linguistically diverse, with immigrants accounting for approximately 27 per cent of our population. An additional five percent of the population is made up of indigenous Aboriginal peoples.

The Province acknowledges that this land is home to indigenous Aboriginal communities, vibrant societies, distinct languages, cultures, and spiritual beliefs. People have come to our province from around the world, learning to live and work with each other and Aboriginal communities.

Along with diversity come various stories of cultural co-operation as well as complex histories of marginalization and exclusion.

The promotion of multiculturalism and the elimination of racism must be informed by the history of racism as well as the power and privilege dynamics that are a result of this history. Today, racism continues to manifest in different forms:

- the attitudes and behaviours of individuals;
- societal norms and practices; and
- organizational and institutional policies.

It is equally as important to acknowledge that these different forms of racism continue to impact individuals and communities in British Columbia.

## **EmbraceBC Background, Overview and Context**

The Province of British Columbia is committed to fulfilling the mandate of the B.C. Multiculturalism Act and to:

- a) Recognize that the diversity of British Columbians as regards to race, cultural heritage, religion, ethnicity, ancestry and place of origin is a fundamental characteristic of the society of British Columbia that enriches the lives of all British Columbians;
- (b) Encourage respect for the multicultural heritage of British Columbia;
- (c) Promote racial harmony, cross cultural understanding and respect and the development of a community that is united and at peace with itself; and
- (d) Foster the creation of a society in British Columbia in which there are no impediments to the full and free participation of all British Columbians in the economic, social, cultural and political life of British Columbia.

The Ministry of Citizens' Services and Minister responsible for Multiculturalism and the Public Affairs Bureau (the ministry) is committed to providing project funding through EmbraceBC to communities across the province and creating a province-wide culture of inclusion.

Within the ministry, the Multiculturalism and Inclusive Communities Office (MICO) is responsible for providing leadership to ensure that individuals feel a sense of belonging and acceptance within British Columbia's communities by promoting multiculturalism and by building anti-racism knowledge and capacity in communities.

EmbraceBC provides funding to support multiculturalism and anti-racism projects in a variety of priority areas. EmbraceBC derives its mandate from the B.C. Multiculturalism Act.

Funding is provided through six program elements:

**1. Arts Engagement**

Arts Engagement funding supports projects that use the arts to bring diverse groups together through the arts to increase awareness and understanding of social, cultural, ethnic, linguistic and religious diversity among British Columbians.

**2. Community Engagement and Dialogue**

Community Engagement and Dialogue funding supports projects that foster trust and relationship building between various sectors of government and diverse cultural communities, including Aboriginal and non-Aboriginal peoples, youth and elders, and recent immigrants and long-time residents in Canada .

**3. Inclusive Leadership Development and Mentorship**

Inclusive Leadership and Development funding supports the development, mentorship and recognition of leaders in the fields of diversity and anti-racism as well as creating opportunities for knowledge exchange of promising practices around addressing barriers to integration and creating inclusive and welcoming communities.

**4. Interfaith Bridging**

Interfaith Bridging funding supports projects and initiatives that facilitate the building of relationships between diverse faith communities and seeks to promote understanding of intersectional identities between one's faith and spirituality to culture, ethnic or racial identity. Interfaith Bridging is not intended for the use of theologically-based activities. At least two distinct faiths must be proposed to be included in the project.

**5. Organizing Against Racism and Hate (OARH)**

OARH funding supports projects that enhance a community's ability to

effectively address racism and hate crime. As part of a progressive three year, three step process communities work to develop capacity and skill, foster community engagement and build local community action and sustainability plans to address racism and hate. OARH replaces the Critical Incident Response Model (CIRM). The re-designed OARH is based on recommendations and feedback from the previous CIRM communities and a CIRM Process Evaluation Report, 2007 and the Small Outcomes Evaluation Report, 2008.

OARH also supports the six OARH Regional Networks; the Regional Networks provide communities that have completed all three steps of the OARH with further opportunities to network, discuss, share and develop regional Anti-Racism and Anti-Hate resources.

#### **6. Public Education**

Public Education funding supports projects that seek to create innovative and interactive public education strategies to engage various communities around issues of racism, multiculturalism and inclusion.

## **EmbraceBC Funding**

EmbraceBC complements WelcomeBC, BC's strategic framework for immigrant settlement and integration services and welcoming communities initiatives, led by the Ministry of Advanced Education and Labour Market Development's Immigration and WelcomeBC Branch. WelcomeBC is built on the principle of integration where both newcomers and communities have a role to play in successful integration. EmbraceBC is a key partner in the delivery of WelcomeBC's Settlement and Inclusive Communities priority, by supporting projects and initiatives that extend to all peoples of B.C., regardless of their immigration status, to create an inclusive and multicultural society.

The Ministry of Advanced Education and Labour Market Development (ALMD) transfers to EmbraceBC federal funding provided to the Province under the terms of the Canada – B.C. Immigration Agreement, available on the following website: <http://www.cic.gc.ca/english/policy/fed-prov/bc-2004-agree.html>.

## **EmbraceBC Priorities and Expected Outcomes**

### ***Priorities***

Priority will be given to projects that demonstrate a clear integration of the following EmbraceBC objectives:

- ⇒ Address systemic racism and changing institutional structures.
- ⇒ Address issues of power and privilege.

- ⇒ Encourage the full participation of all members of society in all aspects of the economy, as well as the social, cultural and political life of British Columbia.
- ⇒ Engage a broad and diverse group of partners and participants.
- ⇒ Build trust and relationships between Aboriginal and non-Aboriginal peoples.
- ⇒ Address racist behaviour and practices which impede the full participation of individuals and diverse groups in civil society.
- ⇒ Develop responsibility and ownership on an individual and communal level to eliminate racism.
- ⇒ Promote and support a leadership model that reflects the diversity of stakeholders involved in a project.
- ⇒ Demonstrate an understanding and analysis of complex intersectional identities and the relationship of gender, sexual orientation, religion, and class with race and ethnicity.

### **EmbraceBC Program Outcomes**

It is expected that EmbraceBC will result in the following outcomes:

<b>Immediate Outcomes</b>	<b>Intermediate Outcomes</b>	<b>Final Outcomes</b>
<ul style="list-style-type: none"> <li>● Communities in British Columbia have the necessary tools to address racism and hate in their neighbourhoods.</li> <li>● Increased partnership with diverse groups and sectors.</li> <li>● Strengthened participation of diverse groups and sectors.</li> <li>● Enhanced collaboration between public, private and non-profit organizations in their efforts to promote multiculturalism and eliminate racism in British Columbia.</li> <li>● Increased number of diverse leaders promoting multiculturalism and elimination of racism.</li> </ul>	<ul style="list-style-type: none"> <li>● Individuals, regardless of their cultural, ethnic, linguistic and religious background, feel a sense of belonging and acceptance within the communities they reside.</li> <li>● Reduction in discriminatory behaviour and practice.</li> <li>● Shared responsibility and active support by diverse groups and sectors to promote multiculturalism, and eliminate racism.</li> <li>● Inter-generational knowledge transfer and mentorship.</li> <li>● Increased awareness for, and understanding of social, cultural, ethnic, linguistic and religious diversity among British Columbians.</li> </ul>	<ul style="list-style-type: none"> <li>● Communities in British Columbia are welcoming and inclusive and take pride in multiculturalism.</li> </ul>

## **PROGRAM ACCOUNTABILITY AND EVALUATION**

The ministry intends to evaluate the efficiency and effectiveness of projects and initiatives supported by EmbraceBC. All projects funded by EmbraceBC are expected to submit two reports (an interim and a final report) that outline:

- Project deliverables;
- Outcomes; and
- Lessons learned by the project participants and from the implementation of the project.

The methodology will include:

- A detailed review of project documentation and project reports;
- Interviews with key informants and target community populations; and
- A comparative analysis of delivery models.

The evaluation will:

- Track levels of success on the immediate outcomes on page 6 for program elements solicited in 2010/2011;
- Show levels of satisfaction of participating stakeholders with project delivery;
- Outline the immediate impacts and effects within communities and among community members and lessons learned; and
- Assist in informing ongoing program design improvement.

Additional evaluation criteria may be required for some program elements.

## DEFINITIONS

**Anti-racism** refers to the practice of identifying, challenging, preventing, eliminating, and working to change the ideas and values, structures, policies, programs, practices and behaviours that perpetuate racism.

**Community** refers to a group and/or space identified by a group of individuals who share a geographic area, personal interest or identity.

**Ethnicity** is a social and political construct used by individuals and communities to define themselves and others. Specifically, “ethnicity” refers to a person’s cultural background, including his or her language, origin, faith and heritage. Ethnicity comprises the ideas, beliefs, values and behaviour that are transmitted from one generation to the next. It tends to be perceived in terms of common culture, history, language or nationhood. Ethnic identity and ethnicity are interchangeable terms.

**Faith** refers to a demonstrated system of belief and observance of a religious or spiritual tradition.

**Hate/Bias Crime** refers to a criminal offence committed against a person or property which is motivated by the suspect's hate, prejudice or bias against an identifiable group based on race, national or ethnic origin, language, colour, religion, sex, age, mental or physical disability, sexual orientation or any other similar factor as defined in section 718.2 of the Criminal Code of Canada.

**Inclusive** refers to a service delivery approach where community members are not restricted from accessing services and providing feedback because of their ethnicity, age, social/economic and family status, gender and/or their sexual orientation etc; and where the service provider is committed to hiring unbiased employees.

**Interfaith bridging** refers to activities and inter-religious non-theological dialogue or conversations involving persons or organizations of different religious faiths; and is concerned with the promotion of cooperation and better understanding among different religions and religious denominations within civil society.

**Intersectional identity** refers to the belief that identity is not static and determined by one’s specific group membership (e.g. gender, class, sexual orientation, and race) but is heavily influenced by ways that socially and culturally constructed categories are based on fluid boundaries that intersect at multiple levels in society.

**Multicultural** refers to more than one culture, or many cultures.

**Multiculturalism** refers to the ideology or doctrine that advocates that a society consists of distinct cultural groups with equal status; these people of diverse backgrounds and cultures contribute to and enrich a community or society.

Multiculturalism promotes cross-cultural understanding and respect of all diverse cultures.

**Outcome** refers to a benefit or change for individuals or populations during and after receiving services or participating in project activities. Outcomes may refer to behaviour, skills, knowledge, attitudes, values or condition.

**Power** that which allows one group to name and classify subordinate groups and to subject them to differential treatment.

**Privilege** refers to the experience of freedoms, rights, benefits, advantages, access and/or opportunities afforded to members of the dominant group in a society or in a given context, usually unrecognized and taken for granted by members of the majority group, while the same freedoms, rights, benefits, advantages access and/or opportunities are denied to members of the minority or disadvantaged groups.

**Prejudice** is state of mind; a set of attitudes held by one person or group about another, tending to cast the other in an inferior light, despite the absence of legitimate or sufficient evidence; means literally to "pre-judge" and is considered irrational and very resistant to change because concrete evidence that contradicts the prejudice is usually dismissed as exceptional. Frequently prejudices are not recognized as false or unsound assumptions or stereotypes, and, through repetition, become accepted as common sense notions. When backed with power, prejudice results in acts of discrimination and oppression against groups or individuals.

**Race** has, historically, represented the notion that there are biologically discrete "races" of human beings that can be ordered in terms of superiority of intelligence, sexuality and morality. However modern science has determined that no such biological distinctions exist among humans and that the term serves no useful scientific purpose. Today, race is often used to refer to a group of people of common ancestry, distinguished by physical characteristics such as colour of skin, shape of eyes, hair texture and facial features and to designate social categories based on such characteristics. "Race" is often confused with ethnicity.

**Racism** refers to a set of mistaken assumptions, opinions and actions resulting from the belief that one group of people categorized by colour or ancestry is inherently superior to another. Racism may be present in organizational and institutional policies, programs and practices as well as in the attitudes and behaviors of individuals.

**Racialization** is the process through which groups come to be designated as different, and on that basis subjected to differential and unequal treatment. In the present context, racialized groups include those who may experience differential treatment on the basis of "race", ethnicity, language, economics, religion, culture, politics, etc.

**Stereotype** is a fixed mental picture or image of a group of people having the same characteristic(s) to all members of the group, regardless of their individual differences. It is an over-generalization, in which the information or experience on which the image is based may be true for some of the individual group members, but not for all members. Stereotyping may be based upon misconceptions, incomplete information and/or false generalizations about “race”, age, ethnic, linguistic, geographical or natural groups, religions, social, marital or family status, physical, developmental or mental attributes, gender or sexual orientation.

**Systemic Discrimination** takes place through policies and practices which may appear neutral on the surface, but in reality exclude and discriminate against various minority groups, intentionally or unintentionally. For example, through employment systems such as job requirements, hiring practices, promotion procedures; some government laws and regulations.

**Youth** means young people between the ages of 12 and 22, based on a recommended category for youth by the B.C. Multicultural Advisory Council.

**Youth Engagement** means projects that engage targeted Youth in both the planning and service delivery of the project.