中僑互助會

S.U.C.C.E.S.S

An Effective Service Model for New Immigrants – A Multicultural Journey

Presented by Thomas Tam
Chief Executive Officer
thomastam@success.bc.ca

中僑互助會
S.U.C.C.E.S.S

Presentation Outline

1. Main Theme and Discussion Questions
2. S.U.C.C.E.S.S. Perspective & Experience
3. S.U.C.C.E.S.S. Service Model
4. Future Roles, Strategies, Challenges & Opportunities for Ethno-specific SPOs

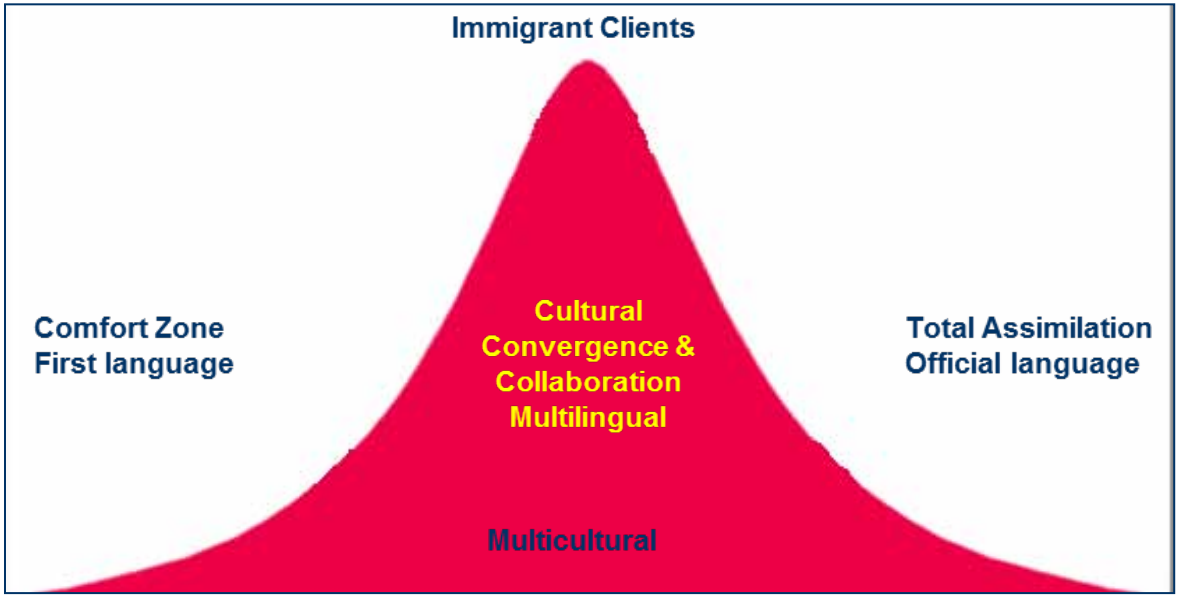
1. Main Theme & Questions for Discussion

Current and Future Roles, Challenges and Directions of Ethno-specific SPOs

- Ethno-specific vs. Multicultural Service Orientation – What Does It Mean?
- The Myth of Multiculturalism & Integration in Canada?
- The Use of First-language Service – Facilitating Participation or Reinforcing Segregation?

2. S.U.C.C.E.S.S. Perspective and Experience

- Ethno-specific and Multicultural Service Orientation – an Evolutionary Continuum



Ethno-specific

Mainstream

Pathways →→→ to →→→ Integration

S.U.C.C.E.S.S. Perspective and Experience (Cont.)

- Established in 1973, S.U.C.C.E.S.S. has evolved from a small Chinatown drop-in center to become one of the largest multicultural and immigrant serving agencies in Canada.
- Vision: A World of Multicultural Harmony
- Mission :To build bridges, harvest diversity and foster integration through service and advocacy.

S.U.C.C.E.S.S. Perspective and Experience (Cont.)

中僑互助會
S.U.C.C.E.S.S

Stage one

- Ethno-specific Service
- Ethno-specific Organization

Stage two

- Mixed Ethno-specific & Multi-cultural Mode
- Ethno-specific Organization

Stage three

- Ethno-specific in Multi-cultural context
- Multi-cultural Organization with a deep root in Chinese community

S.U.C.C.E.S.S. Experience – How do we do it?

- We build our ethno-specific services within a multicultural context
- We adopt a service orientation of cultural and social inclusiveness
- We partner / collaborate with ethnic and mainstream communities, organizations & research academia
- We build in-depth knowledge of cultural diversity but remain the deep root with the Chinese community

S.U.C.C.E.S.S. Experience – How do we do it (Cont.)?

- We increase staff cultural competency & language(s) capacity
- We promote knowledge transfer and skills exchange among agencies
- We keep building organizational and financial capacity to maintain and expand our services variety

S.U.C.C.E.S.S. Today

Major Services:

- **Settlement and Community Services**

  Provided 86,660 client-services, 54% (China), 13% (HK), 11% (Taiwan), 11% (Korea), 11% (Middle East, South Asian and others)

- **Employment**

  Languages: English, French, Chinese, Punjabi, Vietnamese, Korean, Farsi, Spanish & East European

- **Family & Youth**

  Counseling and FLE (Chinese and Korean), Chinese Help Lines

  Multicultural Early Childhood Development Program

S.U.C.C.E.S.S. Today (Cont.)

- **Business and Economic Development**
  New Canadians, E.I.. Persons with Disabilities and Aboriginal People
- **Health Care and Housing Services**
  Social Housing, Senior Housing, Assisted Living, Caring Home

Service locations: 26 service centers in B.C. Canada and 3 overseas offices in Taipei, Seoul & Shanghai

Annual Budget: CAD $36 million; 400+ staff

Accredited by: Council of Accreditation (COA)

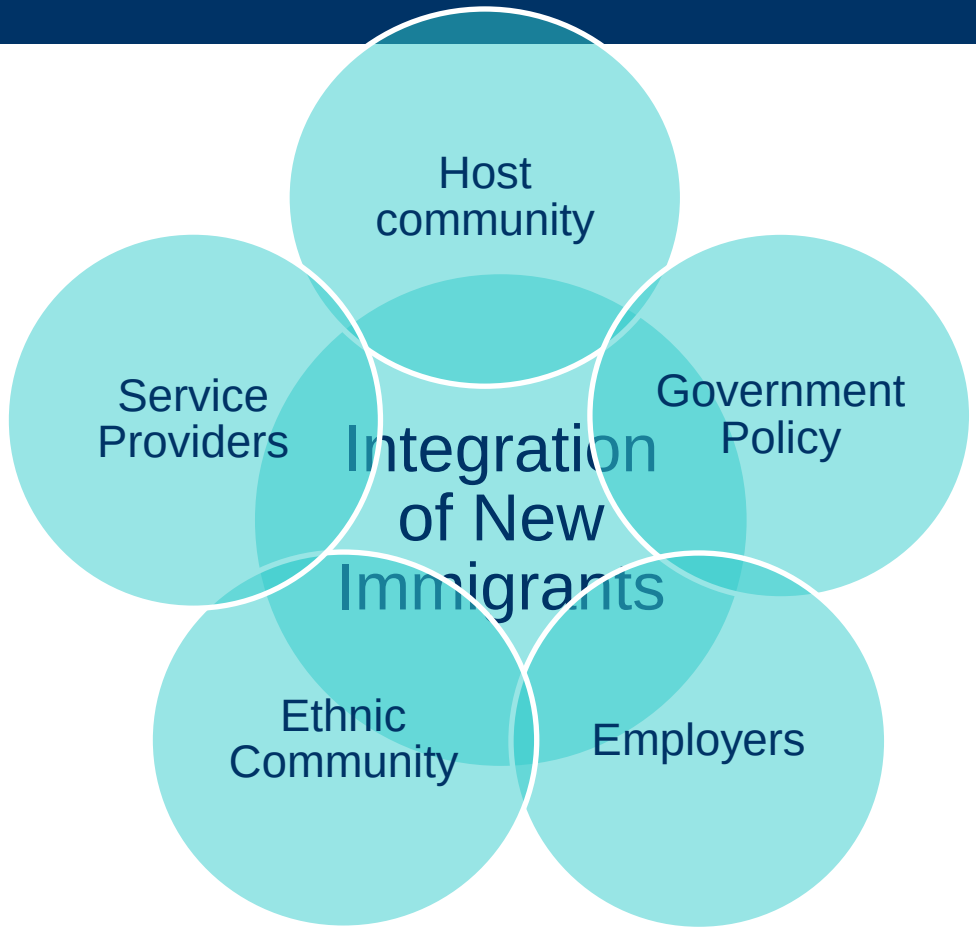
3. S.U.C.C.E.S.S. Service Model

1. Cultural Competent and Holistic Services
2. Proactive Advocacy
3. Continuous Community Development
4. Diversifying
   Revenue Sources

3.1 Cultural Competent & Holistic Services

	Pathways of New Immigrants		
	Orientation	Adaptation	Integration
Settlement Service	Pre-landing Arrival at YVR Post-landing	Language training Mentoring Social Networking	Volunteer & Civic Participation Re-build Social Network
Employment and Econ. Development	LMI & Search for Survival Jobs	Assessment Placement Bridging/Mentoring	Prior Learning Recognition Gainful Employment
Family & Youth Health care Housing Service	FLE	Parenting Family counseling	Supportive Housing Care Home

3.2 Proactive Advocacy



3.2 Proactive Advocacy (Cont.)

- Participate in Policy Committee and Research
- Partnership with Employer Groups, Business Associations (including credential recognition) and Immigrant Service Providers
- Relationship with Mainstream Media

3.3 Continuous Community Development

- Volunteer and Leadership Development
- Civic Education and Participation
- Capacity building for established institutions
- Welcoming and Inclusive Communities

3.4 Diversifying Revenue Sources

- Innovative fundraising events
- Social enterprises
- Corporate sponsorship
- Increase capacity to seek diverse government funding

Future Role, Strategies, Challenges & Opportunities

- Maintain flexibility to immigrant client demands
- Multi-mode multi-language services with deep cultural competency
- Multi-points of engagement, linkages with communities, stakeholders & referral
- Build organizational size, capacity & finances
- Garner corporate and mainstream media support

中僑互助會
S.U.C.C.E.S.S

Thank You

Thomas Tam
Chief Executive Officer
thomastam@success.bc.ca
Direct: 604-408-7265