



# ANNUAL REPORT

## 2020

Empowering churches to reach out in love  
to the immigrants and internationals in our communities.

We envision a future where Churches are key leaders in  
welcoming and integrating newcomers to Canada.

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**Cooperative ESL Ministries Society is an interdenominational Christian organization dedicated to welcoming newcomers to Canada.**

### Mission

Empowering churches to reach out in love to the immigrants and internationals in our communities.

### Vision

We envision a future where... churches are key leaders in welcoming and integrating newcomers to Canada.

### Mandate

We serve people of all faiths and cultures advocating respect and understanding of cultural, religious and language backgrounds.

# President's Report 2020

## Hindsight is 2020

Who could have foreseen the changes and challenges we would face last year? We had our goals and hopes, but many changed when COVID 19 emerged. Proverbs 16:9 still rings profoundly true about 3,000 years after it was written: "In his heart a man plans his course, but the LORD determines his steps."

In spring 2020, just before COVID hit, Events Coordinator Ashley Brochu had made plans for a Spring Training Event for Saturday, April 4th. However, with government restrictions not allowing onsite gatherings, Ashley, with ingenuity and teamwork including the IT expertise of our Communications & Marketing Coordinator, Sandy Baldwin and our tech savvy presenter, Sara Dasko pivoted to an online format and conducted our first webinar... with excellence.

Later, Ashley moved on to other pursuits and Darlene Penner expanded her role from Resources Coordinator to Training Coordinator. More volunteers were added to our training team and with Darlene's faithful direction, we hosted three more webinars in summer and fall. By collaborating with Southern Ontario Cooperative of ESL Ministries and by harnessing technology we welcomed participants from B.C. to Ontario and even from Ukraine! We faced the changes and challenges and with the Lord's help, we overcame!

Our founder and past president, Madeline Johnson went to be with Jesus on April 15th. She demonstrated faith, vision and courage throughout her life and leadership right up to her last breath. Her husband, Mel, describes a profound sense of God's presence and peace as she communed with the Lord while drifting in and out of consciousness. We are

grateful to Madeline for her example that continues to inspire us. Would you please pray for Mel and the Johnson family?

When I close my eyes and with holy imagination, I see followers of Jesus lined up at the borders of our nation with arms open and the welcome mat rolled out for people that arrive.

During one of our webinars, I asked attendees, "How many new Canadians benefit directly from you investing time, energy and money to attend today?" We counted 44 people who benefited from these 6 leaders and teachers who dedicated themselves to growing and learning for the sake of others. We didn't have 6 people in the Zoom room, we had 50!

Like ripples in a pond, each person who attends our training events, reads our newsletters, follows our social media posts, downloads resources from our website and connects with others who do the same influences five, ten or more who have immigrated to our beautiful country. How many family members, friends, coworkers, classmates, neighbours and others are then influenced by them as they are welcomed and integrated into life here in Canada? Only eternity will reveal the answer to this question.

Hindsight is 2020. Who could have foreseen the changes and challenges we would all face last year? The Lord, who is not confined to time and space. The Lord, who is the same yesterday, today and forever. It is a great privilege to follow Him into a future that includes many unknowns for us, but an eternity of certainty for Him.

**—Allan Pole, CESLM President**



# The Faces Behind CESLM

Our team of board, staff and volunteers are a diverse group of people with a common goal to encourage churches as they reach out to the newcomers in their cities, communities and neighbourhoods.

## CESLM Board



**Allan Pole**  
President



**Kathryn Seib**  
Vice President



**Bill Demaer**  
Treasurer



**Helen Olhauser**  
Volunteer Coordinator



**Jose Sanchez**  
Board Member

## CESLM Staff



**Sandy Baldwin**  
Communications



**Jacqueline Seib**  
Adm. Assistant



**Darlene Penner**  
Training Coordinator

## CESLM Volunteers

### The Value of One...The Power of Many

Our theme beautifully reflects what happens when volunteers work together to bring monumental changes. This year our volunteers faced a great challenge not being able to meet or plan onsite training events. We recognize the value of the caring and compassion each one has shown. In the coming months, we look forward to a return to normalcy.

We would like to recognize and thank our current volunteers and various others, who gave generously of their time to assist with our events, newsletters and "behind the scenes" areas:

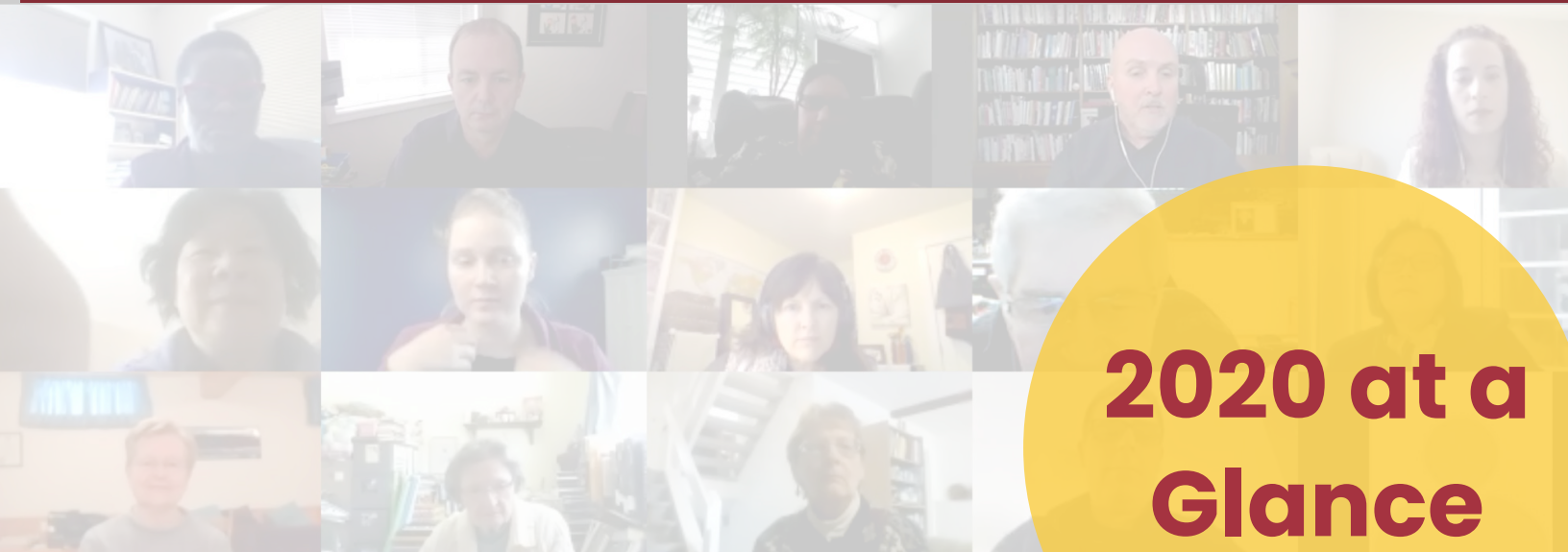
Sandy Baldwin, Kathleen Barnard, Bill Demaer, Dale Fisher, Stan Harink, Mel Johnson, Donna Judd, Michael Hallworth, April Luk, Shelley McLean, Katherine Milum, Marilyn Millions, Dulce Molina, Helen Ohlhauser, Alex Penner, Darlene Penner, Allan Pole, Brenda Pole, Gisela Rohde, Ruth Sakstad, Jose Sanchez, Kathryn Seib, Musenga Simwawa, Anshu Stephen and Shiva Yazdanbakhsh.

There is power in people working together! We are blessed to have you on our team!

— Numbers 6:24-26

“

*I volunteer with CESLM because I think that training volunteers to teach new immigrants to Alberta is the best way to reach newcomers to Canada. God is sending the mission field to us. Also. I like working with the CESLM team. —Dale*



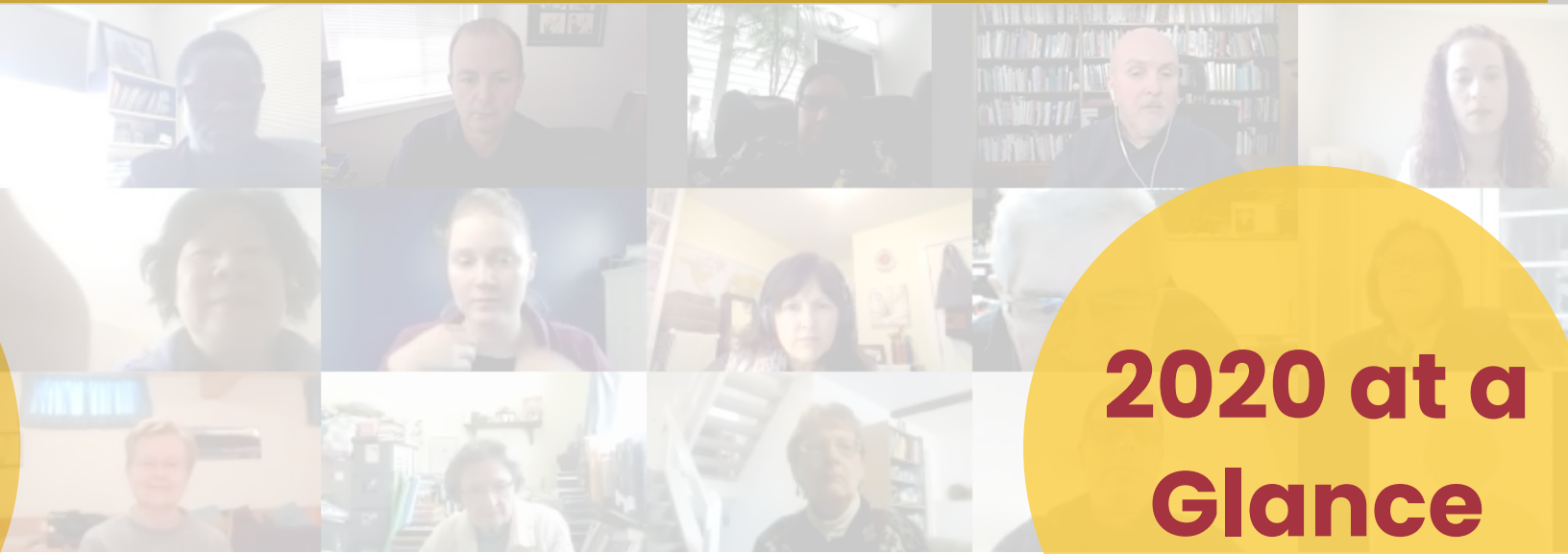
## 2020 at a Glance

# Our Response

## Our Response to the Pandemic

Created webinars to meet the training needs of teachers, ministry workers and others working with newcomers.





**2020 at a  
Glance**

## **Our Reach**

# 250

**Attendees working with newcomers who  
registered for our 2020 webinars\***

# 2,250

**Newcomers reached by attendees at our  
webinars\*\***

\*Includes registrants for our webinars and event organizers

\*\*Based on an average of 10 newcomers reached per webinar attendee in 2020 with most attendees being ESL teachers/assistants.

# Program Highlights 2020

Since 1998, CESLM has offered training events to prepare staff and volunteers, teachers and others who interact with newcomers to Canada.

## Spring & Summer



Going online via Zoom proved to be successful with 35 registrants attending the 3-hour webinar.

Our presenter, Sara, did an awesome job sharing pronunciation and lesson planning tips to improve teaching skills.

“

*Explanation of various Zoom tools very helpful... suggestions on teaching material and how to guide the students through a conversation online.*

In August we hosted our 2nd webinar, inviting Rick and Patti Love to present a back-to-back webinar series. A total of 93 registrants attended the 2 webinars, learning the basics of Zoom with more intermediate use of Zoom's features in the 2nd webinar.

## Fall & Winter



In fall 2020 we hosted our Annual Fall Training event in partnership with SOCEM, via Zoom, with an inspirational opening and closing session and two teacher training workshops.

We also hosted a mini webinar series on 4 consecutive Saturday mornings in October and November. We had a great turnout for all our fall training webinars.

“

*Well organized webinar & knowledgeable presenters.*

*Practical information.*

*Breakout rooms and Q & A's done well.*

## Mini Webinar Series Testimonial

In fall 2020, I was fortunate to attend 4 webinars with Sara Dasko. Sara provided a plethora of excellent ideas and resources that could be easily incorporated into the ESL classroom.

Her organized and well paced presentations lent support to all—from those with little teaching experience to the more experienced, providing them with fresh ideas to bring to the classroom.

The sessions offered excellent value considering the

affordable price point! It is wonderful to have quality opportunities provided by CESLM which support, enhance and inspire those who work with new language learners.

While teaching in the public school system, I attended many conferences and workshops over the years and appreciate the quality and calibre of a presenter such as Sara. I would gladly attend further workshops with her!

**—Dawn (ESL Volunteer Teacher, NCFC)**



# Our Impact

I have had the amazing opportunity to volunteer, teach and assist with classes with a local church in Calgary on Zoom this past year. It has been a blessing to participate in their effort to reach their community for the kingdom of God.

The students come from a variety of countries: Cameroon, Syria and China, to name a few. Some of the students connect to the classes all the way from China—their heart to learn English as well as about God is encouraging to see.

The students enter the classroom with enthusiasm and determination to learn English, allowing them to interact with the English speakers in their communities, go shopping with more confidence and

live life more fully in an English speaking environment. It can be a challenge to adapt to a new country and culture, yet these students are putting in the effort to do just that greatly succeeding in their endeavors.

I am thankful for the training I received from CESLM many years ago. It has helped me to successfully teach pronunciation using the *Speaking Clearly* resource by Pamela Cousins. I attended a seminar in the early 2000's with Pamela as a presenter and have used her resources extensively over the years.

**—Shelley McLean, CESLM Volunteer**

Shelley is a volunteer with CESLM; as well, she attended one of the mini webinar series with Sara Dasko in Fall 2020.



# Our Impact

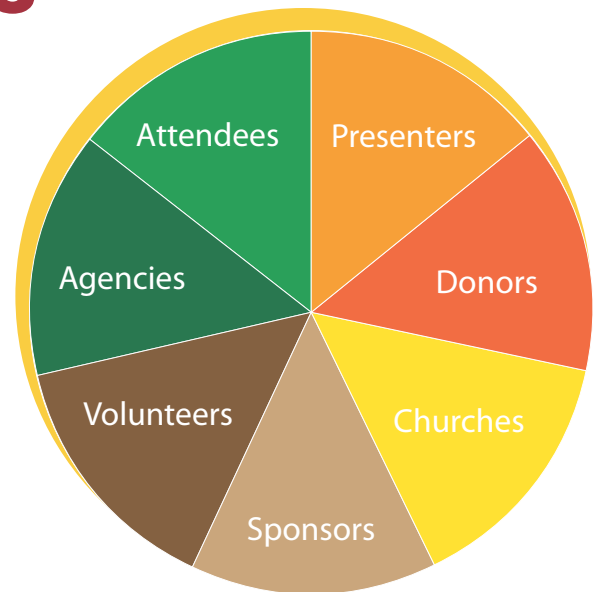
My husband and I have attended several training sessions hosted by CESLM over the last several years. We both have a desire to minister to new Canadians through teaching ESL, building relationships and sharing the Gospel message that is so dear to us. The workshops that we have attended with CESLM have been helpful, giving us more tools for our toolbelt, so to speak. We have appreciated the variety of topics covered in their sessions—whether ESL, faith or interculturally focused. Each one has played a part in better equipping us for time spent with new Canadians—whether in a classroom or around our dining table (pre-Covid).

One workshop that was very helpful to us was regarding the stages of settlement immigrants go through when moving to a new country. It helped us understand where different friends of ours were in the process of settlement and why they might be responding the way they did to us or the events they were facing. It was extremely useful in giving us understanding and compassion toward our friends who were new to Canada at that time.

**—CESLM Attendees**



# Our Partnerships



To run a nonprofit organization takes many willing hands to serve with their time, giftings and resources for that which they are passionate about.

Thank you to all who collaborate with CESLM as together we welcome newcomers to our cities, helping them adjust to their surroundings and start anew in Canada.

May God bless you in 2021 and beyond as you serve Him.

## — CESLM Board and Staff



# Financial Highlights

Incredibly, we finished the year in an even better position than when we started! Our dedicated board and staff members all work from home with office expenses being next to nothing.

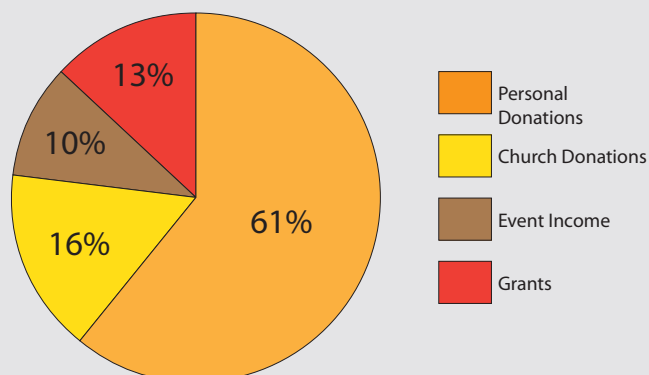
Our team goes above and beyond what is required to provide training, resources and opportunities for connections—giving time, energy and money.

Through the faithful financial support of individuals, churches and a few businesses, we covered our expenses. Family and friends of Madeline Johnson donated to honour her memory in the months that followed her passing. Our fundraising hopes were far surpassed in December through a grant from The Pole Foundation and a matching program initiated by a donor who believes strongly in who we are and what we do. We exceeded our goal of \$10,000 and it turned into more than \$20,000 when the donations were matched. You might wonder what we have done with the extra donations. We decided to get this money working for us by establishing an investment income fund to provide monthly dividend income—much better than bank chequing or savings account interest.

Thank you, everyone, for your financial contributions! Thank you, Lord, for your abundant provision!



## 2020 Revenue



## 2020 Expenses

**Click the link below to open the expense sheet**

[\*\*Financial Statement 2020\*\*](#)



# Thank you for supporting CESLM in 2020

We couldn't have done it without your help.

Thank you for being part of CESLM's community.

Thank you for believing in our mission and vision.

We are forever grateful.

— CESLM Board and Staff



# What's Ahead in 2021

## Expanding Our Reach

Our board and staff members met in the summer with Juan Manigault for a strategic planning session, then in the fall to articulate more goals. We read *The Choice* by Hoag, Rodin and Willmer and discussed how their premise impacts the way we measure success. The authors describe two paths: the common path that most churches and ministries take where leaders define success in terms of results, growth and expansion and the kingdom path where success is defined in terms of our obedience to the instructions of Jesus Christ for which He promises eternal rewards. They nailed it! The Lord is not nearly as concerned with our size (compare Gideon's army in Judges 7) as He is with our obedience.

Through prayer and discussion, we sensed the Lord leading us as we established the following goals:

### One Year Goals:

- Decide if we should incorporate federally.
- Expand and build our network and consulting.
- Conduct two onsite and/or online training events.
- Conduct two webinars.
- Conduct one Intercultural Communications Workshop.

### Two-year goals:

- Look for someone to head up fundraising and someone to take over the Executive Director role (it would be a surprise bonus if one person could do both).
- Build a board of six members who support our vision and mission with their time, energy and money.
- Recruit and develop volunteer or paid leaders for five teams in training, resources, networking, consulting and fundraising.

### Five-year goals:

- Build a board of eight members who support our vision and mission with their time, energy and money.
- Recruit and develop five teams to work with the leaders in training, resources, networking, consulting and fundraising.

What we see as obstacles, can be opportunities in the Lord's eyes. The COVID-19 restrictions forced us to think outside the box—or in our case, to think outside the Calgary area.

When restrictions ease, or are lifted, we will return to onsite events but still offer people from afar the opportunity to join us online through livestreaming at our onsite events.



We are also developing friendships and partnerships in many communities, provinces and nations. Mel Johnson encouraged me that Madeline would be pleased at how we live out Jesus' prayer for unity in John 17. Only the Lord knows where this will lead, but we are committed to obeying Him. —Allan Pole, CESLM President

# We need your help in 2021!

## One-Time Gift


Make a single gift to help keep our mission and vision move forward.

## Recurring Gift

By giving monthly, you'll help CESLM budget staff, programming and promotional needs for our training events, making them readily available for ESL teachers and ministry workers.

**DONATE TODAY**





*Thank you  
for reading our  
2020 Annual  
Report.*

## Cooperative ESL Ministries

Empowering churches to reach out in love to the  
immigrants and internationals in our communities.



[eslcooperative.ca](https://eslcooperative.ca)  
[ask@eslcooperative.ca](mailto:ask@eslcooperative.ca)



Charitable Registration No:  
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ESL Ministries**