



Cooperative  
ESL Ministries



# ANNUAL REPORT 2021

Helping churches reach out to new Canadians.

[eslcooperative.ca](http://eslcooperative.ca)

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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.

# Our History

## OUR FOUNDER MADELINE JOHNSON



### CESLM started with

#### a vision in 1999.

During a prayer meeting while reading John 17, Madeline was inspired by Jesus' words in verses 21 and 23, showing how believers would be one "so that the world would believe."

Madeline had been leading Agape Language Centre in Calgary and saw firsthand how God was using it in the lives of everyone—teachers, students and church members. Realizing that more churches needed to start ESL programs to reach out in love to newcomers in a way that the world would see we are one family, Madeline shared this with others who caught the vision and "put their shoulders to the wheel."

CESLM's first Mini-TESL Conference for church-based ESL programs was held in January 2001 at Rocky Mountain College with 28 attendees. By September of that year, CESLM held its second conference with attendance doubling to 59 people. By the third conference in 2002, it was clear that Calgary's Christian community was catching onto the vision of welcoming newcomers through ESL—with 100 people in attendance. In 2002 CESLM applied for and received non-profit society status in Alberta and federal charitable status in 2004.

Since then, CESLM has grown over the years from offering onsite ESL training for teachers in the Calgary area, to online webinars starting in 2020, in response to the Covid pandemic. Currently, we partner with

a like-minded organization in Ontario, the Southern Ontario Cooperative of ESL Ministries (SOCEM), sharing resources and collaborating with them to present teacher training events online, giving more opportunity for ESL teachers across Canada to get professional ESL training.

As well, in Calgary, our relationship with the New Canadian Friendship Centre (NCFC), a ministry of Centre Street Church, has grown over the years to include yearly Intercultural Communications Workshops as well as specific teacher training events tailored to the needs of NCFC volunteer teachers. We are grateful for these partnerships and pray that we can continue to collaborate in 2022 to expand the reach across Canada to train more teachers and ministry workers to be better prepared to reach out in love to the newcomers that cross their paths.

We are also grateful to Madeline for obeying a call to start CESLM. We would like to honour Madeline (who went to be with Jesus on April 15, 2020) for her vision, her inspiration and her leadership as founder and president for many years of the Cooperative ESL Ministries.

# President's Report 2021

Necessity is the mother of invention. We can't be sure who said it first, but this proverb has developed over generations. Amid COVID restrictions and limitations, we needed to find ways to keep in touch with one another and continue reaching out to new Canadians. While many individuals and churches hunkered down in 2021, the [Government of Canada](#) announced on December 23rd that it had reached its target of 401,000 new permanent residents, the most immigrants in a single year in its history.

Did you catch that? People keep moving to our beautiful country in record numbers! The Government of Canada reports that immigration accounts for almost 100% of Canada's labour force growth. Roughly 75% of Canada's population growth comes from immigration, mostly in the economic category. By 2036, immigrants will represent up to 30% of Canada's population, compared with 20.7% in 2011. Immigration addresses labour shortages in key sectors such as health care. Immigrants make up 37% of pharmacists, 36% of physicians, 39% of dentists, 23% of registered nurses and 35% of nurse aides and related occupations.

The Bible teaches us (see Romans 12:13 and 1 Peter 4:9), and the Holy Spirit empowers us to practice hospitality. The Lord led us to add members to our training team to continue to offer online training, resources and encouragement for churches and followers of Jesus who reach out to new Canadians. We had "Let's Connect" interactive sessions in January and June, with participants from all over our nation sharing tips, telling stories and praying for one another. In February, we had an Intercultural Communication Webinar to help participants understand and appreciate people from different cultures and develop more effective

ways of communicating. In spring and fall, we held our Annual Spring and Fall training events with excellent presenters addressing general cross-cultural ministry topics and specific English as a Second Language teaching skills. We continued to distribute our high-quality e-newsletter each month loaded with encouragement, stories, tips, resources and announcements. Our professionally designed website was updated regularly with new resources and event promotions.

The first word in our name reveals our heart to cooperate and work together in empowering churches to reach out in love to the immigrants and internationals in our communities. Our friendship and collaboration with Southern Ontario Cooperative of ESL Ministries continued to grow as we worked together on training events, sharing resources and promoting each others' events. In November, we worked with others across the country to plan and conduct the first annual Share the Light Online Conference, equipping God's people in churches across Canada through leaders from all nations, providing them an equal voice in helping to reach their neighbours with the good news. As a result of these networking efforts, our website traffic doubled in 2021 and we now have people serving on our board and training team who do not live in the Calgary area.

Necessity is the mother of invention. While the limitations tempted us to shrink back, the Lord challenged us to move forward. We could have seen the obstacles as insurmountable, but with help from the Lord and His dedicated servants we cleared them and reached out more than ever.

**—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 Ohlhauser**  
Volunteer Coordinator



**Val Cudmore**  
Board Member

## CESLM Staff



**Sandy Baldwin**  
Marketing



**Jacqueline Seib**  
Administration



**Darlene Penner**  
Resources

## Ordinary.....Extraordinary

CESLM volunteers are extraordinary.

The difference between ordinary and extraordinary is the little extra. CESLM volunteers willingly use their gifts and abilities to go the extra mile. Our volunteers are examples of servant leadership and giving. The energy and passion they put into their tasks has strengthened the mission and vision of CESLM.

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.

For all your time, effort, hard work and prayers, please accept our thanks and appreciation. Thank you for going the extra mile for CESLM!

**—Helen Ohlhauser, Volunteer Coordinator**  
(on behalf of the CESLM Board)

Sandy Baldwin  
Kathleen Barnard  
Val Cudmore  
Bill Demaer  
Amy Doerksen  
Dale Fisher  
Michael Hallworth  
Del Herman  
Jaymee Jensen  
Mel Johnson  
Donna Judd  
April Luk  
Marilyn Millions  
Katherine Milum  
Shelley McLean  
Helen Ohlhauser  
Darlene Penner  
Allan Pole  
Gisela Rohde  
Ruth Sakstad  
Jose Sanchez  
Jacqueline Seib  
Kathryn Seib



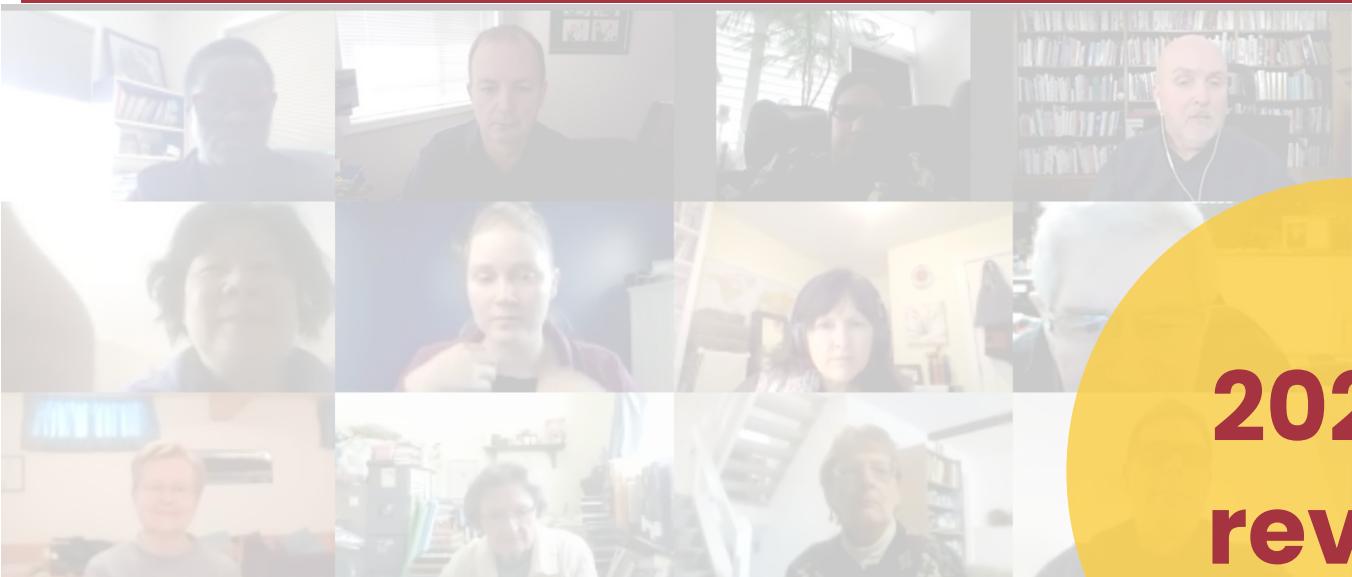
# Our Response



## 2021 in review

In 2021, with restrictions for in-person events, we continued to offer online teacher training events to encourage, inspire and pray for those working directly with newcomers to Canada.





**2021 in  
review**

## Our Reach

**156**

Attendees working with newcomers who  
registered for our 2021 webinars\*

**1,560**

Newcomers reached by attendees at our  
webinars\*\*

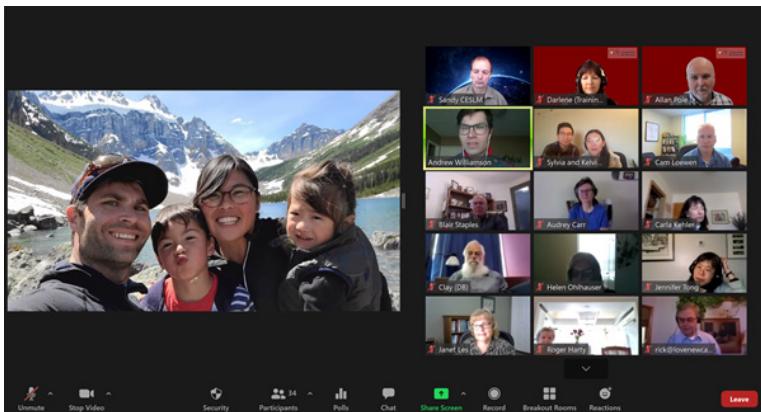
\*Includes registrants for our webinars and event organizers.

\*\*Based on an average of 10 newcomers reached per webinar attendee in 2021 with most attendees being ESL teachers/assistants.

# Program Highlights 2021

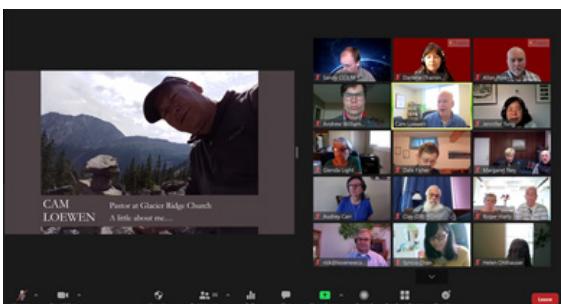
Since 1998, CESLM has offered training events to prepare staff and volunteers, teachers and others who interact with newcomers to Canada.

## Annual Spring Training



On Saturday, April 17th we held our Annual Spring Training Event via Zoom with 34 participants, including attendees, presenters and CESLM board and staff.

Our main session speaker, Andrew Williamson of Power to Change (p2c) ministry, shared his heart to reach others with the gospel message. Included in his presentation Sharing the Gospel—Gospel Listening, was how we as believers were chosen to bear fruit through sharing the hope they have in Christ.



We also had two workshops. Our first workshop, Teaching Students Job Search Skills, with presenter Cam Loewen, was very informative showing the various steps needed in a good resume and tips for helping students write an excellent resume that won't get thrown off the pile, but rather grab the attention of the hiring manager.



Our last workshop focused on Trauma Support for Students, with Sylvia Chan & Kevin Hau sharing what trauma is, how it shows up and the symptoms: fight, flight and freeze.

They also shared how teachers can reach out with the response that conveys "I hear you; I see you; I believe you." And if needed, refer them to professional trauma help.

*"All topics were helpful and the presenters provided excellent information."*

*"Helping people take steps toward Jesus."*

*"Trauma support—some of my students are refugee claimants."*

*"Reaching out to newcomers with practical help like teaching job searching skills."*

*"Sharing our faith in practical ways was helpful."*

# Annual Fall Training



On October 2nd, our Annual Fall Training Event shifted from an in-person event to online via Zoom with 31 registrants (attendees, staff, board, presenters and volunteers) taking part to learn how to better prepare to reach out to newcomers in their churches, organizations, businesses and neighbourhoods. Keynote speakers, Rick and Patti Love, presented an overview of the ways Canada is changing and how the church is responding to immigration to Canada. Immigration growth over the years from 2006 to 2020 showed that 2020 was the lowest at 184,370 with 2019 the highest at 341,175. The goals for immigration from 2021 to 2023 show an increase from previous years to a growth of 401,000 in 2021 to 421,000 by 2023.

*When asked, "Overall, how would you rate the event considering time, venue, length, content, organization and practical application?" attendees responded with 71% excellent and 29% good.*

*Lessons learned regarding technology were commented on with respondents being patient with the "new normal" as we learned to use Zoom for online learning.*

*One attendee responded, "In person would have been nice but that was unavoidable at this time."*



We also had two more sessions, with two workshop options to choose per session. One attendee shared the following report from her perspective.

"The CESLM Annual Fall Training Event on Saturday, October 2nd was very well attended. The workshops I attended were well presented, informative and encouraging. I was especially encouraged by our keynote speakers when they shared all the ESL classes that are happening across the country. Wow!!! People from other countries are being helped with acclimatizing to our country through these classes.

I also enjoyed the workshop on using the internet and classes for learners. A video on DNA was shown that revealed how small our world really is and how people are so similar—very encouraging. I shared this video with the ESL class I teach to encourage my students.

As well, I appreciated the workshop on hospitality—it was good to be reminded of the need to be hospitable with others; unfortunately, in our COVID-related world this is not as easy as it was before. Yet the encouragement to reach out regardless of our societal restrictions was very good and I look forward to connecting with people from other countries—even if it is online at the moment.

I am thankful for the opportunity we have to learn, grow and be challenged to reach folks from other countries." —**Shelley**

# Let's Connect

A partnership between Southern Ontario Cooperative of ESL Ministries (SOCEM) and CESLM to get the word out about ESL teacher training and inspire others to welcome newcomers into our churches, our homes and our communities.

Sharing resources, speakers and promoting each other's ministries, CESLM and SOCEM have partnered since fall 2020. In early 2021, they joined together to present a free online gathering named Let's Connect, focused on inspiration, sharing resources and praying for one another for those working with newcomers to Canada. These gatherings were held twice in 2021—January and June.



As well, both organizations joined together with a new organization, Share the Light, to offer their first online gathering to equip God's people in churches across Canada through leaders from all nations, providing them an equal voice in helping to reach their neighbours with the good news.

You are viewing April Luk's screen View Options ▾ 00:21:30 View

**Let's Connect**

**Opening Attendee Intros**

Please Introduce Yourself in the Chatbox

Tell us about your...  
 church or ministry setting  
 class type (conversation or Bible-based)  
 ESL program location  
 meeting day and time  
 class size & English level  
 diversity of your ESL group

Participants 25 Chat Share Screen Record Reactions Leave

- Allan Pole
- Darlene
- April Luk
- Jennifer Tong
- Joey Buwaldz
- Dave & Kathy
- Yvonne His mini...
- Del Herman
- Brenda Brouwer
- rick@lovenewca...
- Melina Gallo
- Carey Jo Johnst...
- Val Cadmore - E...
- Nancy Warwick
- Dana M

# Intercultural Communications Workshop

## ICW Report Feb 27, 2021

On Saturday, February 27th we had our first Intercultural Communications Workshop online via Zoom. We had around 18 in attendance and our facilitators did an awesome job.

Of those who filled out our survey regarding practical application of the webinar content, this is how they responded:

"All of the information was helpful! Unpacking the low context and high context information provided practical everyday examples which I found helpful."

"The part on communication, understanding of time, etc."

"Layers of communication....time orientation."

"I couldn't begin to catalogue everything..."

The screenshot shows a Zoom video conference interface. On the left, a presentation slide titled "High-Context Culture" displays three bullet points: "→ Life is holistic—no boundaries between work, home, social or spiritual life.", "→ The context of a message is as important as the message itself.", and "→ Communication is indirect and is the listener's responsibility to understand what has been said.". To the right of the slide, there is a grid of 16 video feeds representing different participants. The participants are labeled with their names: Sandra Doucet, Danielle (CESL), Roswita Dresel, Katherine Milum, Kathleen, Alan Pole, Mercedes Clark, Glenda, Daria M., Val Cudmore, Jaymee Jensen, Kathryn Seib, Kevin Raquist, Sandy CESLM, and Stayenalo. The bottom of the screen shows standard Zoom control buttons for Unmute, Stop Video, Security, Participants (22), Polls, Chat, Share Screen (highlighted in green), Pause/Stop Recording, Breakout Rooms, and Reactions.

# Partnerships



**SOCEM**  
Southern Ontario Cooperative  
of ESL Ministries



Thank you to all who collaborated with CESLM in 2021—attendees, donors, sponsors, volunteers, churches, nonprofits, agencies, presenters, volunteers. We are so blessed to have like-minded partners with a passion for welcoming newcomers to our cities, helping them adjust to their surroundings as they start a new life in Canada.

May God bless you in 2022 and beyond as you continue serving newcomers in the name of Jesus.

—CESLM Board and Staff

# Partnership Impact

## A Culture of Prayer

A dear friend from Afghanistan has been experiencing health struggles. NCFC staff felt led to ask her if we could pray for her. When we asked, she said that her sewing teacher had already prayed with her. Her ESL teacher had also prayed with her. And she felt so much peace when they prayed, that yes, she would like us to pray for her too. We prayed for her in Jesus' name, for healing and for her to know how much God loves her.

There's so much I love about this! As I was reflecting on the time spent praying with her, I realized what

a reflection of God's image she is to me, with her courage, her kindness, her generosity, her gentleness. Although she is not yet a follower of Jesus, she trusts us to pray with her. I love that you, our volunteers, are attentive to needs and willing to pray with people. It says something beautiful about our culture (about you!)—that prayer is such an "ordinary" thing to do and that so many have showed Jesus' love to her this way.

—Katherine Milum, NCFC Manager

**CESLM** has partnered with the New Canadian Friendship Centre (NCFC) since 2019, providing Intercultural and teacher training events specific to the needs of their volunteers. Katherine Milum, NCFC manager, has volunteered with us as an Intercultural Communications Workshop (ICW) facilitator both online and onsite in 2021 and 2022.

### ABOUT NCFC

NCFC first opened its doors on May 14, 2013 in response to the visitation of Centre Street Church to come alongside people who are new to Canada.

We welcome all people, including refugees, regardless of their immigration status. We help by giving friendship, and practical help to be a part of Canadian life.



"The New Canadian Friendship Centre has been pleased to work alongside CESLM to provide care and support to new immigrants and refugees. We've often made use of their listing of church-based ESL programs to share with newcomers and have collaborated with them to provide specific teacher training. Also, our volunteers have learned about intercultural communication from the workshop—a key element to equip our volunteers for ministry effectiveness."

—Katherine Milum, NCFC Manager

# Partnership Impact

## Partnership with CESLM 2021-2022

In 2021, the Southern Ontario Cooperative of ESL Ministries (SOCM) continued to develop and enjoy a partnership with CESLM. In the past we have supplied presenters for CESLM's training events and promoted each other's training events in our respective community. CESLM and SOCM share the same goal of equipping churches and volunteers for ESL and newcomers' ministry.

In the past year we collaborated in two "Let's Connect" gatherings, which were online gatherings for networking, sharing and prayer for those in the CESLM and SOCM community. These took place in January 2021 and June 2021. Through Zoom, participants from Ontario, Alberta and other provinces had a chance to 'mingle' (in breakout rooms) and pray for each other's ESL and newcomers' ministry. Both gatherings were well attended and those who came felt very encouraged and gave very positive feedback. CESLM and SOCM co-organized and co-hosted the gatherings and we are pleased that our partnership has resulted in combined resources and wider networking opportunities for those in our community.

—Jennifer Tong, SOCM



# SOCM

Southern Ontario Cooperative  
of ESL Ministries

# Marketing

Two years after the launch of our new website, I am happy to say that our previous users and new users doubled in 2021 over 2020, which is great—6,500 visits vs. 3,200.

It is nice to see that more males are visiting the site, going up from 35% to 39%. Another interesting stat—the highest age demographic visiting the site is age 25-34 at 26%; and the greatest increase in visits from 2020 to 2021 was the 18-24 age category which rose 5% from 14% to 19%.

With most websites having more mobile users now I was surprised that most of our users still use

# Resources

Each year we produce monthly newsletters with the help of volunteer contributors, proofreaders, board members and staff to make it a useful resource for teachers and others working with newcomers. As well, our newsletter promotes our yearly training events and inspiration from a monthly inspirational blog written by our president, Allan Pole, to encourage churches to keep welcoming newcomers as they arrive in Canada.

We also offer free promotion on our website for church-based ESL programs in our online directory for

desktops, although it did come down in 2021 from 68% in 2020 to 59% in 2021.

Now that we have new stats, as well as many others from the reports to work with, we can forge ahead with new numbers to better align our strategies to attract more visitors.

In 2022 we will be focusing on increasing our social media presence through more Facebook ads as well as using Hootsuite to send out regular social posts to Facebook, Twitter and Instagram.

**—Sandy Baldwin, Marketing Coordinator**

students to find a church that runs an ESL program.

Thank you to all those who contributed encouraging articles and resources, as well as our awesome volunteers who proofread each issue monthly. And thanks to all our readers who take the time to read our newsletter. We have also added a prayer section to encourage readers to pray for newcomers in their lives. Please let us know how we can pray for you on our [Prayer Request Link](#).

**—Darlene Penner, Resources Coordinator**

# Financial Highlights



The word is out! [U.S. News](#) ranked Canada number 1 in quality of life and social purpose in 2021, which means the world sees our society as stable and safe where individuals can develop and prosper. A 2021 [Gallup](#) poll reveals Canada as the most welcoming country in the world for immigrants. It asked people living in 145 countries whether they thought immigrants living in their country, becoming their neighbours and marrying into their families were good or bad things. Canada scored the highest at 8.46, indicating that Canadians are the most welcoming people in the world when it comes to immigration.

CESLM has a unique opportunity to influence people around the world. Diligent people who attend our training events, read our newsletters, follow our social media posts, download valuable resources and make connections will influence five, ten or more newcomers who have immigrated to our attractive country. Family and friends of new Canadians who do not move with them will be reassured. Only the

Lord knows how many family members, friends, coworkers, neighbours and others are touched when we embrace newcomers!

We are thrilled to report that we operated with a balanced budget and strengthened our financial position in 2021. We covered our expenses through the financial support of individuals, churches and a few businesses. We have

low overhead with our three (very) part-time staff members working diligently from home and many hours of conscientious volunteer service. We make good use of the resources entrusted to us! We have a few faithful churches that support us, but would you please ask your church to consider supporting us?

Family and friends of Madeline Johnson donated to honour her memory in the months that followed her passing on April 15th, 2020. We established an investment fund to provide monthly dividend income that outperforms bank account interest rates. We renamed our investment account the "Mel and Madeline Johnson Legacy Fund" in 2021. Through our donation matching campaign in the last quarter and fundraising efforts of Mel Johnson, its value grew to 31,578.58 by December 31st. Would you like to help us grow this fund to \$100,000? If yes, please go to our [Donate](#) page. You can give by e-transfer, CanadaHelps automatic monthly donation, ATB Cares

# Financial Highlights

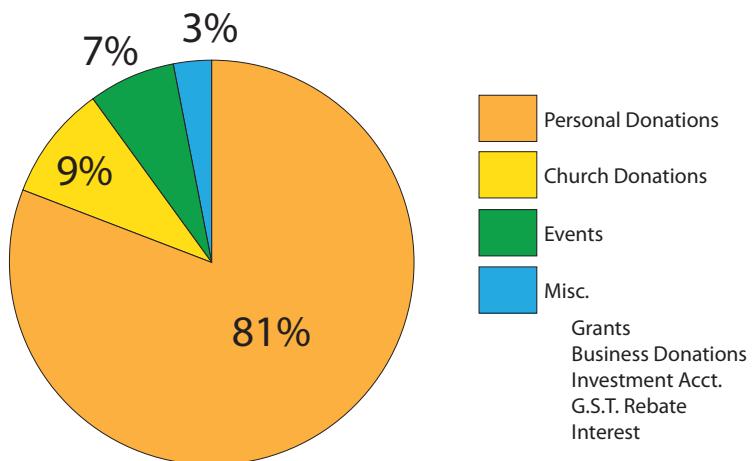
Donation Matching program or by mailing a cheque to Cooperative ESL Ministries, 14026 Township Road 264, Rocky View County, Alberta, T4B 3L5. Whatever option you choose, please let us know that you would like your donation to go to the Mel and Madeline Johnson Legacy Fund.

We would like to draw your attention to the ATB Cares Donation Matching opportunity on our [website](#), where ATB matches 20% of all donations made up to a maximum of \$500 in matching per donation. The total amount ATB will match in a month for all

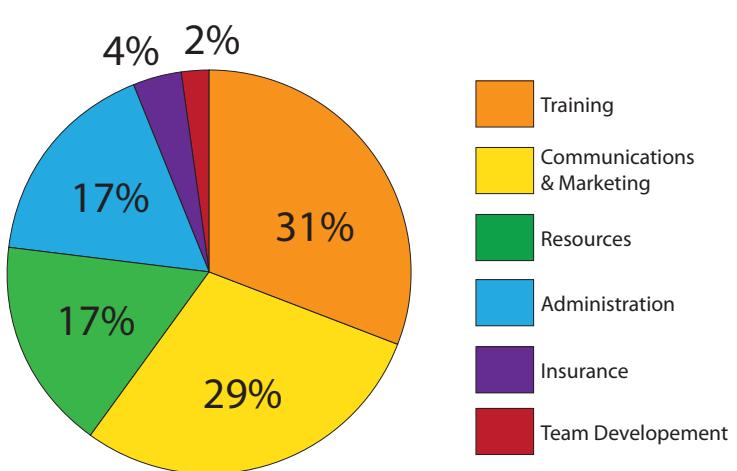
its eligible charities is \$30,000 with an annual cap of \$5,000 per charity—which Cooperative ESL Ministries reached in 2021. The best time to have ATB Cares match your donation by 20% is the first few days of each month. Thank you for helping us empower churches to reach out in love to the immigrants and internationals in our communities! We sense the trust, support and shared vision with each donation.

**DONATE TODAY**

## 2021 Revenue



## 2021 Expenses



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

**Financial Statement 2021**

# Thank you for supporting CESLM in 2021

*We couldn't have done it without your help!*

*We are forever grateful.*



# What's Ahead in 2022

The [Government of Canada](#) plans to continue welcoming immigrants at a rate of about 1% of Canada's population, including 431,645 permanent residents in 2022, 447,055 in 2023 and 451,000 in 2024. In other words, churches will have even more opportunities to be key leaders in welcoming and integrating newcomers to Canada in the years to come.

We have summarized our vision and mission statements into a phrase that is easy to memorize, "We help churches reach out to new Canadians." Our existence and effectiveness depend upon churches catching the vision and seeing the opportunities before us.

We sense the Lord wants us to accomplish these goals with His help in 2022:

- Recruit a part-time fund development coordinator.
- Recruit a part-time training coordinator.
- Add one more board member.
- Complete our pilot project with Sara Dasko by making her four-part webinar available for purchase and download.
- Complete at least one foundation grant application.
- Expand and build our network and consulting.
- Conduct two onsite and/or online training events.
- Conduct two webinars.
- Conduct one Intercultural Communication Workshop.
- Prepare a small digital and hard copy promotional package for our team to spread the word about who we are and what we do.

Many in our Cooperative ESL Ministries community want to return to in-person training events, while others prefer the online option. We had planned a hybrid (onsite and online) Fall Training Event in October 2021, but changes in restrictions ten days before made it impractical to meet in person. We plan to follow through on these plans with a hybrid Fall Training Event on Saturday, October 1st, 2022, collaborating with Southern Ontario Cooperative of ESL Ministries. A hybrid gathering gives presenters and participants locally, nationally and internationally the opportunity to learn from and encourage one another.

Many individuals, organizations and academic institutions provide top-notch resources for cross-cultural ministry and teaching English as a Second Language. A few of us focus on helping churches reach out to new Canadians. We are excited about what's ahead in 2022!

# We need your help in 2022!

## 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  
CESLM's 2021  
Annual Report.*

## Cooperative ESL Ministries

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



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



Charitable Registration No:  
863993440 RR0001



Cooperative  
ESL Ministries