



Cooperative  
ESL Ministries

# ANNUAL REPORT 2023

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

Helping churches reach  
out to new Canadians.



# TABLE OF CONTENTS

3	President's Report	8	Partnerships
5	The Faces Behind CESLM	9	Program Highlights
6	Board Profiles	10	Financial Highlights
7	Volunteer & Marketing Reports	11	Looking Ahead to 2024
		12	Thank You Supporters

# President's Report

## Looking back at 2023



People from all over the world are coming to our city, province and country in record numbers!

According to a [Statista report](#), Immigration in Canada: Statistics & Facts, Canada has been a land of immigrants since the first European colonizers of the 16th century—a trend that continues today. Currently, annual immigration in Canada amounts to almost 500,000 new immigrants—one of the highest rates per population of any country in the world. As of 2023, there were more than eight million immigrants with permanent residence living in Canada—roughly 20 per cent of the total Canadian population.

[Statistics Canada](#) defines immigrants as persons who are, or who have ever been, landed immigrants or permanent residents. In 2021, in Canada, 23 per cent of the population were immigrants—a new record. The previous record was 22.3 per cent set in 1921. In Calgary, in 2021, 33.3 per cent of the population were immigrants, up from 31 per cent in 2016. Most immigrants live in and around the downtown and on the edges of Calgary. Together, first- and second-generation immigrants represent 6 out of 10 residents in Calgary in 2021. In other words, the majority of Calgarians today are either first- or second-generation immigrants. (Source: summarized from [calgary.ca/research/population-profile](#))

We can feel threatened by all the changes or be thrilled with the opportunities presented by our new neighbours. The Apostle Paul exhorts us in Ephesians 5:15-18:

15 Be very careful, then, how you live—not as unwise but as wise, 16 making the most of every opportunity, because the days are evil. 17 Therefore do not be

foolish, but understand what the Lord's will is. 18 Do not get drunk on wine, which leads to debauchery. Instead, be filled with the Spirit. —NIV

Can we be reckless, foolish, inattentive and self-centred when we are not filled with the Holy Spirit? Absolutely! On the other hand, when we allow the Holy Spirit to occupy us and overflow from us, we will be careful, wise, opportunistic and outward-focused.

The Greek word translated as “opportunity” here is “kairos,” which means right, appointed or opportune time. The word “opportunity” originates from the Latin word “opportunitas,” which is derived from the adjective “opportunus.” “Opportunus” combines the prefix “ob” (meaning “toward” or “for”) with “portus” (meaning “port” or “harbour”). In Latin, “opportunus” refers to something suitable, convenient, or favourable for sailing into a harbour. Over time, the meaning expanded to refer to favourable circumstances or occasions for taking action or progressing in various contexts beyond sailing. The English word “opportunity” evolved from these Latin roots, maintaining the essence of a favourable chance or occasion for advancement or achievement.



**Cooperative  
ESL Ministries**

**SOCEM**  
Southern Ontario Cooperative  
of ESL Ministries

# President's Report **Cont.**

When I read the Bible, listen to the Holy Spirit, look at the numbers and interact with new Canadians, I am more convinced than ever that we need to make the most of every opportunity by welcoming precious people who are entering through the ports and harbours into our country and communities!

I am thankful and excited about how the Lord continues to strengthen and expand our Cooperative ESL Ministries team and community. I love to see people pull together as we help churches and others reach out to new Canadians! Through our training events, website resources, newsletter and connections, we have come alongside both established and new ministries that are reaching the nations on our doorstep.

## **Financial Summary**

We are pleased and thankful to report that we ended 2023 in a stronger financial position than ever! Thanks to generous donations, investment income and frugal spending, our budget was balanced and our Mel and Madeline Johnson Legacy Fund grew.

Would you like to invest in what the Lord is doing in 2024 as individuals, churches and organizations continue to reach out to new Canadians? We are a registered charity and would gratefully receive your contributions as we continue to help churches reach out to new Canadians. Donate today at [eslcooperative.ca/donate](https://eslcooperative.ca/donate).

**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



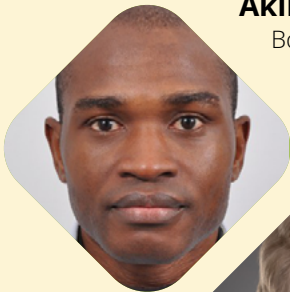
**Allan Pole**  
President



**Kathryn Seib**  
Vice President



**Bill Demaer**  
Treasurer



**Akinola Peloula**  
Board Member



**Char Bates**  
Board Member



**Helen Ohlhauser**  
Volunteer Coordinator



**Val Cudmore**  
Board Member

## CESLM Staff



**Sandy Baldwin**  
Marketing



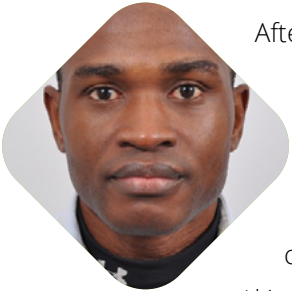
**Jacqueline Seib**  
Administration



**Darlene Penner**  
Resources

# Board Profiles

## Akinola Peloula, Board Member since February 2023



After attending a few board meetings as an observer, and from the perspective of an immigrant who has been in Canada for the past five years, Akin believes he can contribute his expertise to the management of the ministry. Akin is a believer in Jesus Christ and currently serves in the children's ministry at a local church in Edmonton.

Akin is married with one child. His hobbies include playing soccer and watching movies.

## Char Bates, Board member since November 2023



Training: Bachelor of Religious Education, Prairie Bible Institute, Master of Religious Education, Canadian Theological Seminary, Ph.D., Michigan State University.

Experience: Char has had the privilege of serving the Lord in education throughout her life—primarily in college and graduate administration as well as in classroom and online teaching. She has volunteered in leadership with various ministries located in North America and internationally. Additionally, she has served globally as part of her experience. Char has had some acquaintance with CESLM since its founding!

## Did You Know?

All our board members are volunteers, with some serving with us for many years. Thank you board for your hard work over the years and especially in 2023!

Will you join us?

Contact us at [ask@eslcooperative.ca](mailto:ask@eslcooperative.ca).

# Volunteer Report

## Many and Many Thanks

The theme for this year's volunteer appreciation is M&M—many and many thanks!

Thank you for sharing generously of your time, skills and money so we can help churches reach out to new Canadians to share the Good News with new Canadians coming to Canada in record numbers from around the world. You make a difference more and more every day! You served in leadership and/or training, networking and inspiring hundreds of current and prospective volunteers who work with newcomers in Calgary, Canada and around the world. Your willingness to use your gifts and abilities has strengthened the mission and vision of CESLM (1 Corinthians 13:13).

We would like to recognize the following volunteers, as well as various others, who faithfully served this past year:

Sandy Baldwin  
Char Bates  
Allison Chep  
Justin Chep  
Val Cudmore  
Bill Demaer  
Amy Doerksen  
Pat Dyck  
Dale Fisher

Evalyn Friesen  
Michael Hallworth  
Wei (Herv) He  
Mel Johnson  
Stephen Leung  
Shelley McLean  
Katherine Milum  
Helen Ohlhauser  
Terry Ohlhauser

Akinola Peluola  
Darlene Penner  
Allan Pole  
Brenda Pole  
Gisela Rohde  
Glenda Runne  
Ruth Sakstad  
Jacqueline Seib  
Kathryn Seib

May the Lord continue to bless you in every way!

—Helen Ohlhauser, Volunteer Coordinator

# Marketing Report

Having ramped up our social media presence, we have also increased our followers as well as our likes to engage more with our followers.

Google has a program for nonprofits to receive up to \$10,000 a month in Google Ads budget to create text-only ads that run on Google Search to help raise awareness, attract donors and help people around the world.

You can reach new advocates for your cause and save resources for what matters most by running text ads on Google Search results with monthly in-kind advertising budgets.

Although this is totally free it isn't for the faint of heart. Trying to navigate Google's grant application and setting up the ads was a steep learning curve. Eventually we were successful in navigating and getting our ads running.

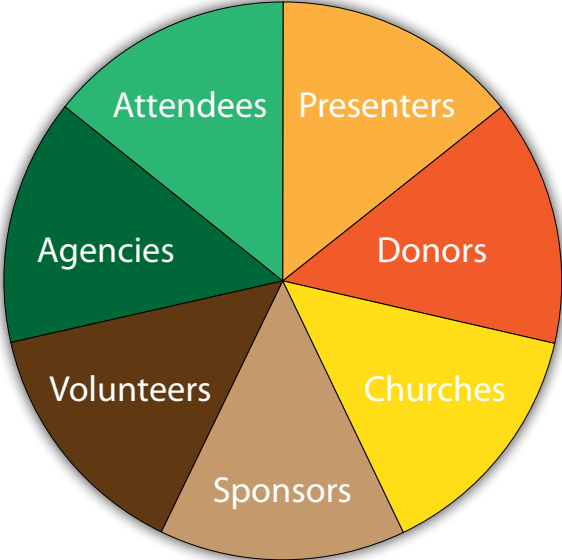
—Sandy Baldwin, Marketing Coordinator

# Partnerships

Thanks to all who collaborated with CESLM in 2023—attendees, sponsors, donors, churches, presenters, volunteers, agencies. We are blessed to have partners with a passion for welcoming newcomers to Canada.

May God bless you in 2024 and beyond as you continue serving newcomers in the name of Jesus.

—CESLM Board and Staff



**SOCEM**  
Southern Ontario Cooperative  
of ESL Ministries

 **Share the Light**  
ONLINE CONFERENCE



**encompass**  
PARTNERSHIPS

**LOVE  
NEW  
CANADIANS**

**Hawthorn  
Baptist  
Church**



# Program Highlights 2023

We had a great turnout to all our events in 2023, both online and in person.

Check out the photos, screenshots and more attendee comments on our [Past Events page](#).



## Attendee Quotes

*"The speakers were amazing. The content and resources were valuable."*

*"I enjoyed what Allan Pole shared. It was inspiring."*

*"The pronunciation presentation was very helpful in learning how to assist ESL students."*

*The teaching/topics were very enlightening."*

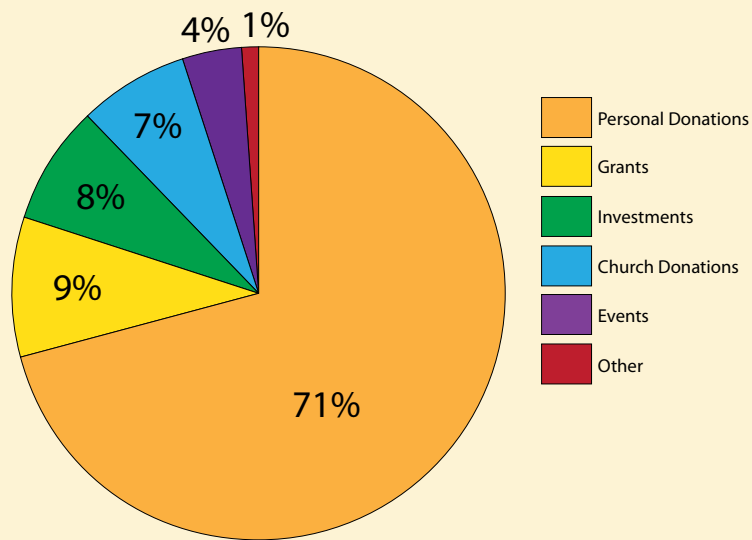
*Well organized. Excellent speakers..*

*"We look forward to further presentations to help prepare us to enable our new Canadians to become fluent in English."*

*"I appreciated Nataliya sharing her knowledge and skills that were very helpful to me."*

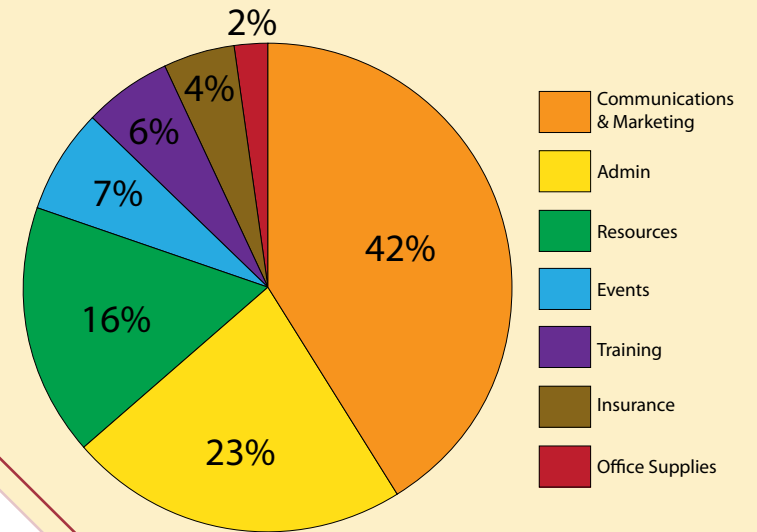
# Financial Highlights

## 2023 Revenue



## 2023 Expenses

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. For a full financial statement for 2023, click the link below.



Click the link below to open the expense sheet

[Financial Statement 2023](#)

# Looking Ahead to 2024

## What's Ahead in 2024?

We are blessed to have seven board members providing leadership and governance, three (very) part-time staff members working in the day-to-day operations, two proofreaders helping with our newsletter and eight training team members planning and executing our annual events with other volunteers. In 2024, we would like to add one more board member, assemble a fund-raising team and gather information on how we can better equip the faith community.

We also offer an Intercultural Communication Workshop ([eslcooperative.ca/training-options](http://eslcooperative.ca/training-options)), so if your church, organization or business is interested in hosting this informative, interactive and inspirational learning experience, please contact us at [training@eslcooperative.ca](mailto:training@eslcooperative.ca) for more information.

To purchase our Pilot Project ESL Training Video Series on lesson planning with Sara Dasko, go to our website Shop to buy one or all four of the videos to watch at your convenience. We hope to add more resources to our [Shop](#) in 2024.

The Lord is raising up ESL ministry networks in other Canadian cities. Currently, we meet online with other ministry leaders to pray and encourage one another. We look forward to strengthening and growing these connections.

Canada plans to welcome nearly 1.5 million new immigrants between 2024 and 2026, representing a significant increase from previous years. (Source: [immigration.ca](http://immigration.ca))

Are churches ready? With the Lord's help and your partnership, we will do what we can to help churches reach out to new Canadians.

**DONATE TODAY**

# Thank you for supporting CESLM in 2023

We couldn't have done it without your help!

We are forever grateful.





*Thank you  
for reading  
CESLM's 2023  
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: 863993440 RR0001