



Cooperative  
ESL Ministries

# ANNUAL REPORT 2024

Helping churches reach  
out to new Canadians.

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



# WELCOME TO THE CESLM 2024 ANNUAL REPORT

---

## 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.

# TABLE OF

# CONTENTS

01   PRESIDENT'S REPORT	4
02   THE FACES BEHIND CESLM	5
03   BOARD PROFILES	6
04   VOLUNTEER & MARKETING REPORTS	7
05   PARTNERSHIPS	8
06   PROGRAM HIGHLIGHTS	9
07   FINANCIAL HIGHLIGHTS	10
08   LOOKING AHEAD TO 2025	11
09   THANK YOU SUPPORTERS	12

# PRESIDENT'S REPORT

—Contributed by Allan Pole, CESLM President



The landscape of Canada continues to grow quickly and dramatically! As of 2024, approximately 30.5% of Canada's population was born outside the country<sup>1</sup>. This figure includes both immigrants and non-permanent residents (NPRs).

The number of non-permanent residents has grown significantly since 2021, reaching an estimated 3 million by 2024. This represents a notable increase from the 2021 Census data, which reported 25.5% of Canada's population as foreign-born, and is the highest in Canada since Confederation, topping the previous record of 22.3 percent in 1921<sup>2</sup>. The growth is largely attributed to the unprecedented increase in non-permanent residents, including international students, temporary workers, and asylum seekers. The distribution of foreign-born residents varies across Canada, with larger urban centres having higher concentrations. For example, in 2021, over 90% of recent immigrants settled in one of Canada's 41 census metropolitan areas.

Given that the population of Canada continues to age, and fertility is below the population replacement level, today immigration is the main driver of population growth. If these trends continue, based on Statistics Canada's recent population projections, immigrants could represent from 29.1% to 34.0% of the population of Canada by 2041<sup>3</sup>. However, recent policy changes aim to reduce the number of non-permanent residents, which may affect these projections in the coming years<sup>4</sup>. I wonder what the Lord thinks of what's happening in Canada.

Did you know the name "Hagar" means "The Immigrant" or "The Foreigner" in Hebrew? We are introduced to Hagar, Sarai's female Egyptian servant, in Genesis 16. The Lord called Abram and Sarai, established a covenant with them and promised them a son. They knew the God of all heaven and earth and had an opportunity to represent Him to the nations – including their servant Hagar. Unfortunately, they lost sight of the Lord and took matters into their own hands. They ended up using, abusing and discarding this young, vulnerable immigrant woman.

Righteous anger wells up within us when we hear stories of more established Canadians taking advantage of people who have just arrived in our beautiful nation. Dreams of a new life in a free country filled with opportunities become nightmares, leaving immigrants feeling disillusioned and trapped or making plans to return to their countries of origin. With every new arrival comes a chance to share the love of God and His message of hope and salvation.

Hagar was an Egyptian, and her son, Ishmael, became the father of a nation. Isn't it interesting that Ishmaelites bought Joseph as a slave from his brothers and sold him to Potiphar in Egypt? The Israelites ended up becoming slaves in Egypt for more than 400 years! I wonder how Abram and Sarai's treatment of Hagar, the immigrant, affected their descendants. The God who reached out to us calls us to reach out to others. He has a soft spot in His heart for the immigrant. Let us reach out together and represent Him well.

<sup>1</sup>[statcan.gc.ca](https://www150.statcan.gc.ca) <sup>2</sup>[thehub.ca](https://www.thehub.ca) <sup>3</sup>[statcan.gc.ca](https://www150.statcan.gc.ca) <sup>4</sup>[canada.ca](https://www.canada.ca)

# 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.

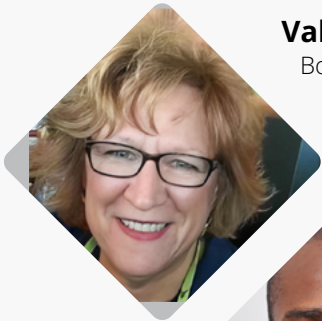
## CESLM BOARD



**Allan Pole**  
President



**Kathryn Seib**  
Vice President  
(resigned  
June 2024)



**Val Cudmore**  
Board Member



**Akinola Peloula**  
Board Member



**Bill Demaer**  
Treasurer



**Char Bates**  
Board Member

## CESLM STAFF



**Sandy Baldwin**  
Marketing



**Jacqueline Seib**  
Administration



**Darlene Penner**  
Resources



**Helen Ohlhauser**  
Volunteer Coordinator

# BOARD PROFILES

## Helen Olhauser, Board Member since November 2017



Helen has been a director since November 2017 and fulfills the role of Volunteer Coordinator.

**Perspective/highlight on the growth of CESLM?** One of many things I've seen is the partnerships CESLM has developed with other organizations. Currently we are partnering with SOCEM in Ontario with monthly online webinars. As well, CESLM is working on updating our training materials with Teach Beyond.

**Why do you stay on as a board member?** Teaching ESL to newcomers to Canada is a ministry. "Throughout history, spiritual passion has always been the founder of noble causes, reaching out in devotion to Christ and with love towards others. That the human heart is made for this. But when a person is unconnected to God, the passions of the heart run undirected, like a runaway truck with no steering wheel. And with absent spiritual direction, people are zealous for the oddest things, such as wanting both to protect whales and abort babies." (Donna Morley's book 'Becoming a Woman of Spiritual Passion'). Matthew 28: 18-20 instructs us to "make disciples of all nations." Philippians 1:6 says, "As you share your faith with others, I pray that they may come to know all the blessings Christ has given us."

**Anything else to add?** Almost 20 years ago, I was asked to be director of ESL at my home church. Knowing very little about ESL, I was introduced to CESLM. In 2006, we sent the first of our teachers to the fall training. Looking back over these years, there has been a tremendous growth in Calgary's population which increased the need to befriend newcomers to Canada. God

is bringing new Canadians and students who willingly walk through the doors of our churches, facilities and most recently with online ESL classes. We can befriend them, minister to them, teach them English as a Second Language, pray for them and show them that we care. We can create friendships like the early Christian church in Acts. Some of these newcomers are being told that when they leave to come to Canada to go to a local church because the people there will help them. These friendships create bonds which equal lifelong relationships.

—Contributed by Helen Ohlhauser

## Bill Demaer, Board member since November 2017



Bill has been a director since November 2017 and fulfills the role of Treasurer.

**Perspective/highlight on the growth of CESLM?** CESLM has developed as a cohesive team along with creatively partnering with other ESL resource providers.

**Why do you stay on as a board member?**

It is very satisfying to be on a team with a mission to positively help those in need.

—Contributed by Bill Demaer

For our complete leadership team bios, go to our website [Leadership page](#).

# MARKETING REPORT

In 2024, much of our focus was on growing our engagement on social media. This was successful as we increased our engagement over 60% from the previous year. Both Spring and Fall Training sessions were a lot of fun and very informative. We met and welcomed some new faces. Looking ahead to 2025, we will focus on ways to actively engage subscribers and offer fresh, interesting content. This will include a more active presence on our blog, and potentially offering shorter, more frequent communications to our supporters instead of a set monthly newsletter. I look forward to serving another year with CESLM.

—Sandy Baldwin, Marketing Coordinator

# VOLUNTEER REPORT

## Hands That Serve—Hearts That Care

The theme for this year's volunteer appreciation is Hands That Serve—Hearts That Care.

All our volunteers reflect helping hands and hearts of grace that reflect God's love. Thank you for volunteering your time with such love and care! May your spirit inspire others to serve with love. You served in leadership, training, networking and inspired hundreds of current and prospective volunteers who work with newcomers in Calgary, Alberta, Canada and around the world. Your willingness to use your gifts and abilities has strengthened the mission and vision of CESLM! When we serve others, we mirror the heart of Christ (Matthew 25:40).

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  
Valerie Cudmore

Elwyn Dahlke  
Bill Demaer  
Amy Doerksen  
Pat Dyck  
Dale Fisher

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  
Ruth Sakstad

Jacqueline Seib  
Kathryn Seib

Thank you for being a Hands and Hearts volunteer! You are the heart and soul of CESLM. May your generous hearts always be blessed.

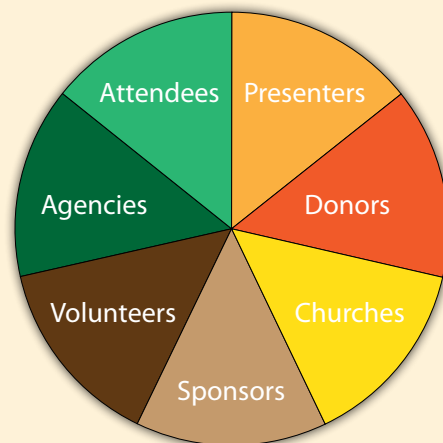
With sincere gratitude,

—Helen Ohlhauser, Volunteer Coordinator

# PARTNERSHIPS

Thanks to all who collaborated with CESLM in 2024—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 2025 as you continue serving newcomers in the name of Jesus.

## —CESLM BOARD AND STAFF



NEW BEGINNINGS CHURCH

# SOCEM

Southern Ontario Cooperative  
of ESL Ministries



LOVE  
NEW  
CANADIANS





## PROGRAM HIGHLIGHTS

Check out our event highlights, photos and more attendee comments on our past events page.



### ATTENDEE QUOTES

"Thank you for offering this conference. It's encouraging and inspiring to be reminded of the opportunities we each have to share the love of Jesus with newcomers. I come away inspired and encouraged. I will do my best to attend the next one you offer!" —Spring Training 2024

"Great presentation! So many awesome, creative ideas based on everyday life experiences."  
—Spring Training 2024

### ATTENDEE QUOTES

"Lovely sharing from the heart of a young ministry leader (Logan Johnson)." —Fall Training 2024

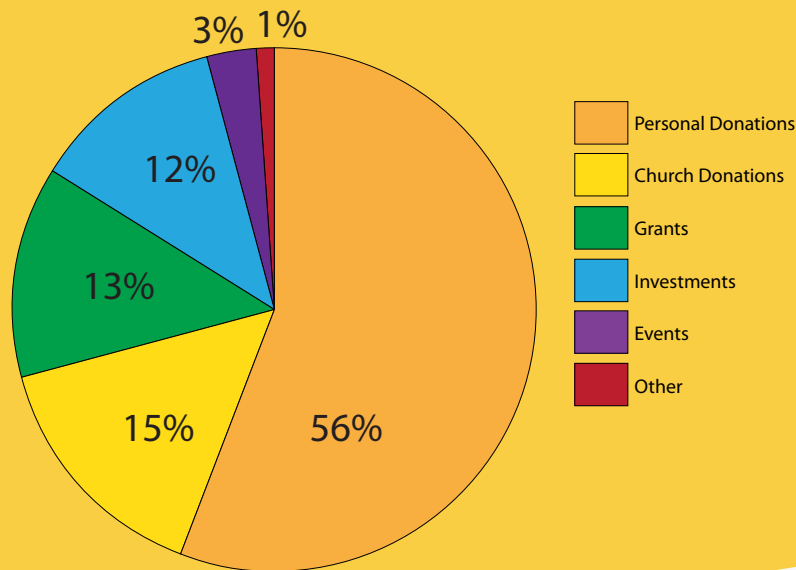
"Excellent presenters and speakers." —Fall Training 2024



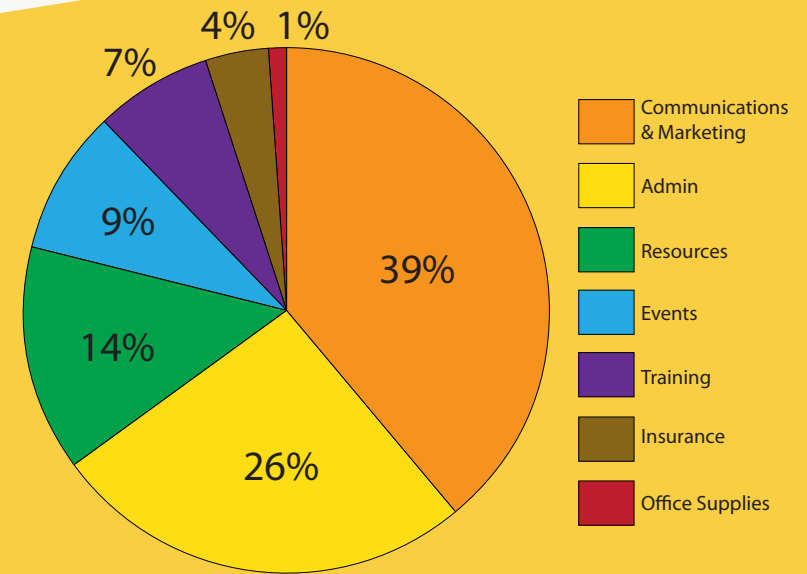
# FINANCIAL HIGHLIGHTS

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. God Bless you in 2025.

## 2024 REVENUE



## 2024 EXPENSES



Click the link below for our complete financial statement 2024.

[Financial Statement 2024](#)

# LOOKING AHEAD TO 2025

With gratitude for the Lord's goodness to this point, we aim to accomplish these goals in 2025:

- Add one more board member.
- Assemble a fund-raising team.
- Complete at least one grant application.
- Expand our network of relationships and ministry partners locally and nationally.
- Conduct at least one fundraiser.
- Invite our CESLM community to a prayer meeting.
- Add an event planner to our paid or volunteer team.
- Collaborate with Southern Ontario Cooperative of ESL Ministries on a webinar series.
- Conduct a fall event.
- Host a networking breakfast.
- Add videos to our resources (e.g. Intercultural Communication Workshop, teacher training and testimonials).
- Collaborate with Lingo On-Line/Teach Beyond on the updated Reaching Out With English (ROWE) training manual.

**Would you like to help us accomplish these goals?**

Contact Allan Pole at [al@eslcooperative.ca](mailto:al@eslcooperative.ca) for more information.

**DONATE TODAY**



# THANK YOU FOR SUPPORTING CESLM IN 2024

chokrane - milesker - dhanyabaad - chnorakaloutiouun  
tangio tumas - hvala - trugéré - мерси - dhanyavad - zikomo  
kyay tzu tin pa te - Баркал - xièxie - dēkuji - tashakor  
choukran - gha-ana - dank u wel - dankon - akiba

Cooperative  
ESL Ministries

eskerrik asko  
gracies gracias wado  
merci spas takk Дзякую  
**Thank You**  
akiba dankewol grazie  
tak matondi paldies  
Barak Allahu fiik dank je  
akpé na som  
tänan väga

a ni kié  
sahite  
dankie  
barka sox sag olun  
salamat ayie  
meda wo ase  
faleminderit misaotra  
murakoze tanemmirt  
about rgen

We couldn't have done it without your help!

We are forever grateful.

Thank you for reading CESLM's 2024 Annual Report.



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



Charitable Registration  
No: 863993440 RR0001