

THE CANADA WE BELIEVE IN CAMPAIGN: GENESIS, ROLLOUT, AND IMPACT

Exploring origins, launch strategies, and campaign outcomes



The Canada We Believe In

We are Canadian community organizations, business groups, and others that are calling on our federal leaders to commit to renewing a **positive vision for immigration** that is unifying, creates shared progress, and focuses on our collective benefit and a better future.

OVERVIEW OF THE CAMPAIGN

CAMPAIGN PURPOSE

To create a sense of urgency and need for a renewed vision for Canada's immigration program among federal party leaders.

STAKEHOLDER COLLABORATION

It unifies community groups, businesses, and advocacy organizations around shared principles of inclusion and growth.

WHY THE CAMPAIGN WAS LAUNCHED

COUNTERACTING NEGATIVE NARRATIVES

The campaign addresses rising anti-immigrant sentiment and misinformation harming public trust in immigration.

COALITION OF ORGANIZATIONS

Multiple organizations united to promote a shared vision for a welcoming and inclusive immigration system.

FIVE GUIDING PRINCIPLES

The campaign is built on principles like responsive programs, government coordination, and newcomer investment.

ECONOMIC AND SOCIAL IMPACT

Immigration supports economic growth, addresses labor shortages, and strengthens communities across Canada.

THE CALL TO ACTION

A VISION THAT:

- Commits to clear, responsive, and streamlined immigration programs
- Ensures all-of-government coordination and investment
- Counters and repudiates anti-immigration rhetoric
- Reaffirms and continues to strengthen humanitarian programs
- Clearly defines success

HOW THE CAMPAIGN WAS IMPLEMENTED

STRATEGIC TIMING AND LAUNCH

The campaign strategically aligned with the 2025 federal election to maximize visibility and influence nationwide.

STAKEHOLDER ENGAGEMENT

Founding partners and major organizations endorsed the campaign, supporting a positive immigration vision.

PUBLIC LAUNCH AND MEDIA

Public launch was bolstered by national media coverage, increasing campaign awareness among Canadians.

ENGAGEMENT TOOLS AND EVENTS

Online endorsement platform, advocacy toolkits, and virtual webinars facilitated broad participation and coordination.

CORE PRINCIPLES AND NARRATIVE

IMMIGRATION AND PROSPERITY

Immigration is portrayed as essential for Canada's economic growth, innovation, and addressing labor shortages.

RISKS OF INACTION

The campaign warns that ignoring immigration needs could cause economic decline and social fragmentation in Canada.

INCLUSIVE GROWTH NARRATIVE

The narrative promotes shared progress by enabling newcomers to fully participate in society and the economy.

CONSISTENT COMMUNICATION

The campaign uses websites, media, and advocacy to ensure consistent messages reach diverse audiences.

ACHIEVEMENTS AND OUTCOMES

MONTH	SIGNATORIES
April	50
May	100
June	150
July	185

LEADERSHIP AND CONTRIBUTIONS

PARTNERSHIP AND ENGAGEMENT

IEC-BC was a foundational partner, along with ISS of BC, MOSAIC, AMSSA, and the Association of Neighbourhood Houses in BC. WES joined in shortly thereafter.

CAMPAIGN AMPLIFICATION

Leveraging networks, IEC-BC expanded the campaign's reach to chambers of commerce and industry associations.

FINANCIAL AND STRATEGIC SUPPORT

IEC-BC provided financial contributions and strategic messaging to promote a positive immigration narrative.

LEADERSHIP IN WORKFORCE DEVELOPMENT

IEC-BC aligned the campaign with its mission to connect employers with immigrant talent, leading workforce inclusion efforts.

WHAT'S NEXT?

EXPANDING ENDORSER NETWORK

The campaign plans to grow its network beyond 185 organizations to amplify support and impact.

ADVOCACY WITH LEADERS

Ongoing engagement with Members of Parliament and federal leaders aims to embed campaign principles in policies.

EMPLOYER ENGAGEMENT

Deepening engagement with employers through the IECC Employer Feedback Channels to ensure immigration aligns with labor market demands and economic growth.

SUSTAINING MOMENTUM

Sustaining campaign momentum involves cross-sector collaboration to support immigration's long-term vision.