



PROJECT REPORT

WEBINARS AND FOOD SECURITY

October 1 – December 31, 2020



**Canadian
Red Cross**



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List of Acronyms and Abbreviation

CRCS – Canadian Red Cross Society

MP – Federal Member of Parliament

GTA – Greater Toronto Area

MPP – Member of Provincial Parliament

KCA – Kenyan Canadian Association

Q & A – Question and answer



Remarks



The COVID-19 pandemic is a global health and economic crisis that has disrupted lives and livelihoods of our communities. It has changed our world immeasurably over the past six months. Throughout the COVID-19 pandemic, KCA officials, volunteers and other stakeholders have responded with remarkable pace and agility and I pay tribute to them for the hard work and selfless contribution to the collective effort of tackling this challenge of our generation.

KCA would like to thank the Government of Canada and Canadian Red Cross Society for funding this project which has immensely helped to minimize the social and economic disruption occasioned by the pandemic to the beneficiaries. This project has supported 40 needy families through food security interventions over the project period.

KCA also held 5 webinars that provided participants with information and concrete guidance for building resilience and staying emotionally and mentally healthy during this stressful time, including insights for supporting their families and businesses. We would like to appreciate the special guests, expert panelists and community leaders who made their contributions in various ways during these webinars.

Sincerely,

A handwritten signature in black ink that reads "Ephraim Mwanira".

President

Kenyan Canadian Association

Tel: +1 888-448-6225

Email: ephraim@kcacanada.org

Website: www.kcacanada.org

Introduction

The Kenyan Canadian Association (KCA) is a federal nonprofit organization that seeks to address issues affecting marginalized Canadians particularly those of Kenyan origin, the Black community, and visible minorities.

It also aims to assist newcomers from all walks of life to settle and make a positive contribution in the Canadian society as they endeavor to achieve their goals. KCA is also one of the emerging nonprofit organizations that provides support to communities during the COVID-19 pandemic and has initiated provision of supplies and emotional peer support to those affected by the pandemic.

KCA implements programs and offers services to newcomers, low-income families, visible minorities, and socially excluded groups residing in Canada to improve their personal well-being and social-economic status.

KCA aims to work collaboratively with organizations and stakeholders both locally through our grassroots network across the country and internationally.

Below are some of the marginalized groups in the community that we focus on:

- ✓ Black Community especially continental Africa
- ✓ Children and youth
- ✓ Immigrants, refugees, and migrants
- ✓ People with mental disabilities and special needs
- ✓ People of low socio-economic status
- ✓ Socially excluded elderly people
- ✓ Unemployed groups of people
- ✓ Women and girls

Board of Directors



Ephraim Mwaura
President



Catherine Matimu
Director - Newcomers & Settlement



Sanjit Kaur
Director - Women & Gender Affairs



Raphael Fernandes
Director-Sports & Recreation



Maureen Mwaura,
Director-Youth Outreach



Fatma Nadhir
Director- Social Economic Empowerment



Dr. Dionisio Nyaga
Director- Research, Education & Careers



Dr. Charles M. Wambulwa
Director -Health



Farhan Keveer
Director- Communications

Council of Regional Chairs



Samuel Kiragu
Nova Scotia Regional Chair



Swaleh N. Abdalla
GTA East Regional Chair



Farhan Kever
GTA West Regional Chair



Kelvin Gatoto
GTA Central Regional Chair

Project Team



Ephraim Mwaura
Project Lead



Vanika Gandhi
Project Coordinator



Paul Osuga
Finance & admin Assistant



Mekdes Gerefa
Community Outreach Officer



Minnie Karanja
Communication Assistant



Terry Ortlieb
Field Support Social Worker



Webinars and Food Security Project

The project purpose was to recruit and mobilize volunteer case managers to reach out to newcomers all over the Greater Toronto Area, who have been isolated due COVID-19, to check on their wellbeing, and support them with direct aid such as food gift cards, personal protective equipment, and hygiene supplies as they transition to independent living. This was intended to be achieved through needs assessments and safe face-to-face outreach visits.

Furthermore, the project aimed to deliver webinars for up to 1,200 Swahili speaking newcomers on COVID-19 related information. This would address some of the impact of COVID-19 by supporting newcomers from Swahili speaking countries with language barrier challenges to successfully benefit from COVID-19 education on prevention and coping as well as reducing financial distress by providing gift cards to purchase food as well as personal necessity items. This is in support of primarily people with a low income or living in poverty, newcomers, and racialized individuals. The project is dubbed: “Webinars and Food Security”.

The project is funded by the Canadian red cross society (CRCS) through the CRCS COVID-19 Emergency Support

for Community Organizations Granting Program funded by the Government of Canada’s Emergency Community Support Fund led by Employment and Social Development Canada. The total grant amount for the project is CAD \$ 75,011.62

There were five COVID-19 related webinars that were organized and facilitated by KCA. The webinars aimed at sharing information and resources that would be helpful to the target audiences during this COVID-19 period. These webinars were scheduled for the month of November and December 2020 as seen in the table below.

Date	Webinar Name
November 7, 2020	Newcomers Information
November 14, 2020	Business Empowerment
November 21, 2020	Health, Wellness & Lifestyle
November 28, 2020	Women Empowerment & Gender Equality
December 19, 2020	Youth Outreach and Mental Health

Webinars

Facebook Webinar Video

Newcomers Information

REACH | VIEW
1,655 | 780

Business Empowerment

REACH | VIEW
1,998 | 942

Health, Wellness, and Lifestyle

REACH | VIEW
1,058 | 659

Women Empowerment & Gender Equality

REACH | VIEW
1,850 | 749

Youth Outreach and Mental Health

REACH | VIEW
1,969 | 681

Webinar planning and implementation

We worked with volunteer case managers to mobilize current project beneficiaries to participate in the webinar. Information about the webinar including topics of discussion and panelists was disseminated in the form of flyers both in English and Swahili, which were shared on three social media platforms: Facebook (paid advertisements and organic content), LinkedIn, and twitter, email, and short message service (SMS), WhatsApp community groups, word of mouth and the homepage of the KCA website.

For ease of registration, the event registration was done through the Eventbrite platform (www.eventbrite.com). Additionally, the events were open to the public and free to participate in. The webinar took place on zoom which was decided upon because of its ease of use compared to other service providers such as Webex and MS teams.

Webinars

Webinar Series Schedule

Webinar	Objective	KCA Program Leader	Reach
<p>Newcomers Information</p> <p>Date: November 7, 2020</p> <p>Time: 3:00 pm- 5:00 pm</p>	<p>The objective was to provide newcomers with information about addressing common challenges faced by newcomers as they settle including how to cope with the accompanying emotional stress of moving to a new country.</p> <p>Topics covered by speakers:</p> <ul style="list-style-type: none"> • Recent changes in immigration, legal aid • Applying for employment and work permits after school • Personal finances, including how to grow and maintain a good credits core • Filing personal taxes • Self-care methods of coping with stress and maintaining a healthy mental state. 	<p>Catherine Matimu, Newcomers and Settlement Director</p>	<p>In addition to zoom attendees the webinar streamed live on Facebook reaching 1,655 people</p>
<p>Business Empowerment</p> <p>Date: November 14, 2020</p> <p>Time: 3:00 pm- 5:00 pm</p>	<p>The objective of the webinar was to provide Black entrepreneurs with information about available COVID-19 benefits and grants as well as expert advice about how to adapt and build resilience in the face of the current challenges of the COVID-19 pandemic.</p> <p>Topics covered by speakers</p> <ul style="list-style-type: none"> • New Federal and Provincial funding available for businesses • Business support available from Brampton City for entrepreneurs • Building a mindset for Survival • Effective Grant Writing 	<p>Fatma Nadhir, Social Economic Empowerment Director</p>	<p>In addition to zoom attendees the webinar streamed live on Facebook reaching 1,998 people</p>

Webinars

Webinar	Objective	KCA Program Leader	Reach
<p>Health, Wellness and Lifestyle</p> <p>Date: November 21, 2020</p> <p>Time: 3:00 pm - 5:00 pm</p>	<p>The objective was to provide expert information to the audience about how they can maintain their physical and mental health during the COVID-19 pandemic period. KCA recognized that the community faced challenges resulting from the pandemic including job loss, mental stress of the lock-down and moving to a new country during the pandemic.</p> <p>Topics covered by speakers</p> <ul style="list-style-type: none"> • Community safety and well-being activities supported by the City of Toronto • Proper nutrition and diet for better health • Mental health awareness and self-care during the pandemic • Benefits of physical fitness 	Dr. Charles Wambulwa, Health Director	In addition to zoom attendees the webinar streamed live on Facebook reaching 1,058 people
<p>Women Empowerment and Gender Equality</p> <p>Date: November 28, 2020</p> <p>Time: 3:00 pm- 5:00 pm</p>	<p>The objective of the webinar was to provide attendees with information about how women can cope during the pandemic and what society, including media can do to promote gender equality.</p> <p>Topics covered by speakers:</p> <ul style="list-style-type: none"> • Women empowerment, health safety and well-being of women. • The role of media in women empowerment • Diversity and inclusion of women and those that identify as women in the work-place • Self-care for women during the COVID-19 pandemic 	Sanjit Kaur, Women and Gender Affairs Director	In addition to zoom attendees the webinar streamed live on Facebook reaching 1,850 people

Webinars

Webinar	Objective	KCA Program Leader	Reach
Youth Outreach and Mental Health Date: December 19, 2020 Time: 3:00 pm- 5:00 pm	<p>The objective was to provide information to attendees about how to effectively manage their personal finances, education, and career.</p> <p>Topics covered by speakers</p> <ul style="list-style-type: none">• Education and careers• Personal finances• Mental health	Maureen Mwaura, Youth Outreach Director	In addition to zoom attendees the webinar streamed live on Facebook reaching 1969 people

Mapping

The beneficiaries were mapped out according to their residential location within and outside of the GTA and allocated case numbers to protect their privacy. Beneficiaries were allocated case managers depending on their location. For instance, the case manager responsible for the Toronto, Scarborough locations, was matched with beneficiaries residing in these areas.

Distribution and logistics

Families received bi-weekly food card supplies distributed by two volunteer case managers and one field social support worker.

Initially we planned to do weekly distributions, however due to limited resources and to adhere to Public health recommendations on COVID-19 of reducing physical contact, we decided to create four rounds of distribution whereby case managers physically contacted beneficiaries four times in GTA and twice outside of the GTA.

Webinars

City	No. of Beneficiaries	Region	No. of distribution rounds
Toronto	23	GTA Central	4
Brampton	5	GTA West	4
Scarborough	3	GTA East	4
St. Catherine	3	Niagara Falls	4
Welland	3	Niagara Falls	4
Sudbury	1	Greater Sudbury	2
Ridgetown	1	London	2
Collinwood	1	GTA West	2
Total	40		

In every round of distribution, each beneficiary received a grocery card worth \$50 from their preferred grocery store. Upon receiving the grocery cards, beneficiaries signed acknowledgment forms. Also included in the acknowledgement form is a section for case managers to note any other needs that the beneficiary may need based on the discussion between the case manager and the beneficiary.

For instance, some case managers were able to identify beneficiaries that required mental health support through counselling as they were experiencing negative effects of the COVID-19 pandemic. These beneficiaries were referred to the mental health consultant.

Purchases, sorting and labeling

In every round, the team purchased grocery cards from different merchants according to the preferences given by beneficiaries while filling out the beneficiary application form. The merchants were selected by beneficiaries based on convenience and ease of access to them and their families. In total, 320 grocery cards were purchased and distributed in four rounds on a bi-weekly basis.

Once purchased, the grocery cards are packed in a transparent ziploc bags which is labeled with the beneficiaries' case numbers, and first name. The project lead distributed the bags to case managers who delivered them to the addresses of the beneficiaries.

Newcomers INFORMATION WEBINAR

FREE

REGISTER NOW!

www.eventbrite.com

NEWCOMERS INFORMATION WEBINAR

We have invited diverse expert panelists to cover various topics that will help you and your family settle and cope well during the **COVID-19 pandemic**. There will be a live **Q&A session!**

**SATURDAY
NOVEMBER 7, 2020
3:00 PM - 5:00 PM**

TOPICS:

- ✓ Recent Changes in Immigration
- ✓ Tax and Personal Finance
- ✓ Legal Aid
- ✓ Coping with COVID-19
- ✓ Employment & Work Permits
- ✓ Mental Health etc.

RSVP: Email: outreach@kccacanada.org
Website: www.kccacanada.org

SPEAKERS

- SUNIR CHANDARIA**
Kenya Honorary Consul
- JOSHUA MAKORI**
Immigration Lawyer
- FARHAN KEVER**
PANEL HOST
- SWALEH ABDALLAH**
Tax & Financial Consultant
- EVE MPOFU**
Management Consultant
- DR. FLORENCE JUMA**
Registered Psychologist

Canada + Canadian Red Cross KENYAN Canadian Association

Newcomers Information Webinar

Objective

The objective was to provide newcomers with information about addressing common challenges faced by newcomers as they settle including how to cope with the accompanying emotional stress of moving to a new country.

Summary

The webinar kicked off with a presentation on KCA, its objectives, programs and initiatives by Ephraim Mwaura, the President of KCA. Mwaura also presented an overview and achievements so far under the Canadian Red Cross project which included distribution of grocery cards to 40 beneficiaries from marginalized groups across the greater Toronto area (GTA).

The Newcomers and Settlement, Catherine Matimu, provided an overview of the program and the upcoming activities of the program in 2021.

Sunir Chandaria, Kenyan Honorary Consul in Toronto who was the Special Guest Speaker outlined the consular services available through the Kenyan Mission in Canada. He urged newcomers to join communities, including virtual ones to help cope better with the COVID-19 pandemic.

Swaleh Abdallah, a Certified Public Accountant professional in Toronto provided practical personal finance management advice

and steps newcomers can make to start building their credit and prepare themselves for home ownership.

Mental health has been a great concern for Ontario residents as the COVID-19 pandemic presents various challenges for individuals and families. Dr. Florence Juma, a Registered Psychotherapist. And Ms. Eve Mpofu, a Therapeutic Counsellor provided information on how to self-identify mood changes as a result of the COVID-19 pandemic. They also provided practical guidance on how newcomer parents can support their children to integrate better in the society.

Joshua Makori, an Immigration Lawyer in Toronto, provided advice to help refugee claimants including information about legal aid and how to prepare for their hearings.

At the end of the webinar, there was a question and answer (Q&A) session to provide attendees an opportunity to ask questions relating to their personal circumstances. Additionally, there was a feedback form shared where they could provide KCA with their opinion on how effective the webinar presentations were and the level of organization.

The Panelists:

- Sunir Chandaria - Kenya Honorary Consul
- Swaleh Abdalla – Finance and Tax Consultant
- Dr. Florence Juma- Registered Psychotherapist
- Eve Mpofu - Therapeutic Counsellor
- Joshua Makori - Immigration Lawyer

BUSINESS EMPOWERMENT WEBINAR



FREE! Registration at www.eventbrite.com

**BUSINESS
EMPOWERMENT
WEBINAR**

Building COVID-19
Resilience

SPEAKERS


HON. RUBY SAHOTA
MEMBER OF PARLIAMENT
BRAMPTON NORTH


CLARE BARNETT
DIRECTOR ECONOMIC DEVELOPMENT & LEAD
MAYOR'S COVID-19 ECONOMIC SUPPORT TASK FORCE


ANDRIA BARRETT
PRESIDENT, CANADIAN BLACK CHAMBER OF COMMERCE


ALDEEN SIMMONDS - THORPE
CERTIFIED TRANSFORMATION BUSINESS COACH


FARHAN KEVER
PANEL HOST

TOPICS:

- ✓ Supporting Business Survival and Recovery
- ✓ New Federal and Provincial Funding
- ✓ Building a Mindset for Survival
- ✓ Effective Grant Writing

**SATURDAY
November 14, 2020
3:00 PM - 5:00 PM**

RSVP:
Email: outreach@kccanada.org
Website: www.kccanada.org

  Canadian Red Cross 

Business empowerment webinar

Objective

The objective of the webinar was to provide visible minority entrepreneurs, including Black entrepreneurs with information about available COVID-19 benefits and grants as well as expert advice about how to adapt and build resilience in the face of the current challenges of the COVID-19 pandemic.

Summary

The webinar kicked off with a presentation on KCA, its objectives, programs and initiatives by Ephraim Mwaura, the President of KCA. Mwaura also presented an overview and achievements so far under the Canadian Red Cross project which included distribution of grocery cards to 40 beneficiaries from marginalized groups across the greater Toronto area (GTA).

The social and economic director, Fatma Nadhir provided an overview of the social and economic program and the upcoming activities under the program in 2021.

Hon Ruby Sahota, Member of parliament, Brampton North, opened the panel discussion by providing an in-depth overview of the available resources for businesses at the Federal and Provincial level, including the new funding of \$221m for Black owned businesses.

Clare Barnett, the director, economic development and lead Mayors' COVID-19 economic support task force, City of Brampton followed with a presentation that provided information about what the City of Brampton was doing to support businesses in the city. Andria Barrett, the President, Canadian Black chamber of commerce in her speech advised businesses to collaborate, be nimble and pivot where necessary in order to thrive in the current pandemic situation. She provided examples of how businesses can collaborate across industries to create greater value of their offerings. The final presentation was by Aldeen Simmonds -Thorpe, a certified transformation business coach that provided practical ways on how businesses can look for funding on the internet and how to effectively apply for business grants.

The Panelists:

- Hon. Ruby Sahota - Member of Parliament, Brampton North
- Clare Barnett - Director, Economic Development and Lead Mayors' COVID-19 Economic Support Task Force, City of Brampton
- Andria Barrett - President, Canadian Black Chamber of Commerce
- Aldeen Simmonds -Thorpe - Certified Transformation Business Coach

HEALTH WELLNESS & LIFESTYLE WEBINAR

Free Registration at www.eventbrite.com

**HEALTH
WELLNESS &
LIFESTYLE
WEBINAR**

SPEAKERS

TOPICS:

- ✓ Mental Health
- ✓ Fitness & Physical Health
- ✓ Active Living & Wellness
- ✓ Nutrition and Diet
- ✓ COVID-19 & Public Safety

FARHAN KEVER
PANEL HOST

SCOTT MCKEAN
COMMUNITY SAFETY & WELLNESS
MANAGER, CITY OF TORONTO

ANDRIA BARRETT
NUTRITIONIST AND WELLNESS EXPERT

EVE MPOFU
THERAPEUTIC COUNSELLOR

ALIA NASSIR
FITNESS EXPERT

JOY CHIEKWE
CLINICAL EXERCISE PHYSIOLOGIST

**SATURDAY
NOVEMBER 21, 2020
3:00 PM - 5:00 PM**

RSVP:
Email: health@kccanada.org
Website: www.kccanada.org

Canada

Canadian Red Cross

KENYAN Canadian Association

Health, Wellness and Lifestyle Webinar

Objective

The objective was to provide expert information to the audience about how they can maintain their physical and mental health during the COVID-19 pandemic period. KCA recognized that the community faced challenges resulting from the pandemic including job loss, mental stress of the lock-down and moving to a new country during the pandemic.

Summary

The webinar kicked off with a presentation on KCA, its objectives, programs and initiatives by Ephraim Mwaura, the President of KCA. Mwaura also presented an overview and achievements so far under the Canadian Red Cross project which included distribution of grocery cards to 40 beneficiaries from marginalized groups across the greater Toronto area (GTA).

The health director, Dr Charles Wambulwa provided an overview of the health program and the upcoming activities under the program in 2021.

The first guest speaker was Scott McKean, the community development, safety and wellness manager for the City of Toronto, who presented on how the municipal government through his office is working towards community safety and wellbeing strategy through fostering and building strong neighborhoods, promoting equity, advancing skill development and Community engagement. Further he talked about his office's development of a community safety and wellbeing strategy that focused on transforming the community from reliance on emergency services and start thinking about other avenues.

Andria Barret, a nutrition, and wellness expert spoke about ways to stay healthy and how to tackle colds during the flu season especially during this COVID 19 period as well as boosting our immunity. Her presentation mainly focused the different types of foods and portions required to build a strong immune system, health body and a stress-free mind.

The third speaker was Eve Mpfu, a mental health consultant, that talked about how to cope and stay mentally healthy during the pandemic. It was noted that most people have been affected by anxiety, fear and other mental issues during the pandemic. She provided practical advice on how people can cope such as taking breaks from social media, setting start and end times of work for those working from home, and identifying major stress factors.

The fourth speaker was Joy Chiekwe, a Certified Clinical Exercise Physiologist, she started by leading attendees on a 5-minute physical exercise before proceeding to talk about how exercise can be used to support healing and use of medicine.

The final speaker was Alia Nasir, a fitness expert and owner of a women-only gym in Brampton. She provided practical ways to stay physically active at home using furniture such as chairs and stairs and how to use Pinterest and Google to search for east-to-do exercises.

The Panelists:

- Scott Mckean - Community Development, Safety and Wellness Manager for the City of Toronto
- Andria Barrett- Nutritionist and Wellness Expert
- Eve Mpfu - Mental Health Consultant
- Alia Nasir - Fitness Expert
- Joy Chiekwe - Certified Clinical Exercise Physiologist
- Andria Barrett - President, Canadian Black Chamber of Commerce
- Aldeen Simmonds -Thorpe - Certified transformation Business Coach

WOMEN EMPOWERMENT & GENDER EQUALITY WEBINAR

FREE! REGISTRATION AT WWW.EVENTBRITE.COM

WOMEN EMPOWERMENT & GENDER EQUALITY WEBINAR

**SATURDAY
November 28, 2020
3:00 PM - 5:00 PM**

SPEAKERS



STEPHANIE DEI
UN WOMEN CANADA COORDINATOR
- WE EMPOWER G7 PROGRAMME



PATRICIA BEBIA MAWA
EXECUTIVE VICE PRESIDENT, AFROGLOBAL
TELEVISION



MOY FUNG
AUTHOR &
ENTREPRENEURSHIP COACH



RHONELLE BRUDER
EDUCATOR AND ANTI-TRAFFICKING
ADVOCATE



JAS KALRA
DIVERSITY AND INCLUSION
COACH



**PANEL HOST:
FATMA NADHIR**

TOPICS:

- ✓ Ending Gender-based Violence
- ✓ Economic Empowerment and Security
- ✓ Women and SDGs
- ✓ Girls and Women Empowerment
- ✓ Role of the Media

RSVP: Email: women@kccanada.org
Website: www.kccanada.org

Canada  Canadian Red Cross 

Women Empowerment Webinar

Objective

The objective of the webinar was to provide attendees with information about how women can cope during the pandemic and what society, including media can do to promote gender equality.

The webinar had five expert panelists namely:

Summary

The webinar kicked off with a presentation on KCA, its objectives, programs and initiatives by Ephraim Mwaura, the President of KCA. Mwaura also presented an overview and achievements so far under the Canadian Red Cross project which included distribution of grocery cards to 40 beneficiaries from marginalized groups across the greater Toronto area (GTA).

The women and gender affairs director, Sanjit Kaur, provided an overview of the program and the upcoming activities under the program in 2021.

The first guest speaker was Stephanie Dei, the national coordinator of WE Empower, a programme by UN Women, the European union and international labor organization. She provided an overview of the gender equality and women empowerment work of UN Women. She also noted that domestic violence has rapidly increased due to the COVID-19 pandemic and encouraged participants to champion gender equality in the workplace and in communities.

The second speaker, Patricia Bebia Mawa, the executive Vice President, Afroglobal Television talked about the critical role of media in advancing and advocating for Gender equality and empowerment.

She pointed out the power of the media, through its ability to be an agent of socialization and a source of information especially during this COVID-19 pandemic period. She also shared ideas of how the media can advance and advocate for equality through gender balance in the workplace, eliminating gender stereotypes, sensitivity in messaging, and zero tolerance for discrimination, among others.

The third speaker, Moy Fung, an author, and entrepreneurship coach with over 15 years of experience working with women entrepreneurs. She noted that the marginalized group of women was among the most affected by the COVID-19 pandemic because of the need to juggle household chores, childcare, and work. She encouraged participants to be self-aware and to pay particular attention to their mental health during this period.

The fourth speaker, Rhonelle Bruder, an anti-trafficking educator spoke about human trafficking; how victims can recover from traumatic effects and how to reduce stigma against victims of human trafficking in the community. She noted that human trafficking is underreported, and most victims are within the marginalized community. She provided some practical advises on how women and girls can protect themselves from fall in prey of perpetrators.

The final speaker, Jas Kalra, a diversity, and inclusion coach, talked about the value of including men in gender equality programs and encouraging them to participate in household chores, which are traditionally seen as roles for women by some communities.

The Panelists:

- Stephanie Dei - UN Women, Canada Coordinator We Empower G7 Programme
- Patricia Bebia Mawa - Executive Vice President, Afroglobal Television
- Moy Fung - Author & Entrepreneurship Coach
- Rhonelle Bruder - Educator and Anti Trafficking Advocate
- Jas Kalra - Diversity and Inclusion Coach

Youth Outreach & Mental Health WEBINAR

Youth Outreach & Mental Health WEBINAR

BUILDING *Your* RESILIENCE

Free REGISTRATION AT WWW.EVENTBRITE.COM

PANELISTS



GWYNETH CHAPMAN
Senior Advisor, Economic
Empowerment & Anti-black Racism
City of Brampton



RAY GOVER
Speaker & Youth Advocate



DR. RUKIA SWALEH
Registered Physician



EVE MPOFO
Therapeutic Counsellor



KETUL RAVAL
Financial Consultant



CHRISTOPHER ALEXANDER
Business Coach



MOY FUNG
Entrepreneurship Coach



**PARTICIPATION
AWARDS**

*Incl. Tablet &
Gift Cards*



SATURDAY DECEMBER 19, 2020



3:00PM - 5:00PM

[kccanada](https://www.instagram.com/kccanada) @ youth@kccanada.org [kccanada](https://www.facebook.com/kccanada) www.kccanada.org



Canadian
Red Cross



Youth Outreach & Mental Health

Objective

The objective was to provide information to attendees about how to effectively manage their personal finances, education, and career.

Summary

The webinar kicked off with a presentation on KCA, its objectives, programs and initiatives undertaken in the year 2020. Maureen Mwaura, the Youth outreach director also presented an overview and achievements so far under the Canadian Red Cross project which included distribution of grocery cards to 40 beneficiaries from marginalized groups across the greater Toronto area (GTA). Apart from the general overview of KCA, Maureen provided an overview of the Youth program and the upcoming activities under the program in 2021.

The first speaker Gwyneth Chapman, senior advisor, economic empowerment & anti-black racism, City of

Brampton talked about how the youth can find their purpose and what they want to do with their lives. Gwyneth encouraged the youth to seek mentors as well as do extensive reading in their bid to discover their purpose. Apart from that she had a few pointers which included having a positive attitude during challenging times and building resilience to overcome obstacles as well as learn from personal experiences. Lastly Gwyneth affirmed that her unit was looking for young volunteers who could benefit from mentorship and personal development.

The second speaker Ray Gover, a youth advocate and all-star athlete shared his life experiences with the audience. Through his own journey Ray was able to relate sports and a strong mind set are key in developing a good character. He inspired

the audiences through his resilience in his personal journey and encouraged the youth to have a purpose as well as working towards their goals regardless of how difficult they may seem. His key message was to always have a plan, be consistent and put in the work.

The third speaker Dr. Rukia Swaleh a registered Physician spoke about how the youth can forge their own career paths. Dr. Rukia encouraged the attendees to be open to explore different career paths and choose a career based on passion as well as what one is good at. She also spoke about the importance of mentorship in helping the youth navigate career paths and life in general. She also noted that there were a lot of opportunities in big cities and it was critical to also examine the skills required in one's career path to be able to build towards having a successful career.

The fourth speaker, Ketul Raval, a financial coach, started educating low to middle income families about basic rules of finance. He has met thousands of families in the last few years and helped them change their financial futures forever, by helping them reposition their money to stay debt-free and making them save more money for their retirement. During the webinar, Ketul encouraged listeners to plan for their financial wellness by having three basic accounts: an emergency fund account, a short-term savings account, and a long-term savings/wealth building account.

He also spoke about how to reduce taxes by utilizing RRSP and TFSA accounts.

Regarding wealth building account, Ketul stressed upon the importance of investing earlier in life rather than later, and seeking to get above average rates of returns, for example, by utilizing mutual funds. He taught the rule of 72 to demonstrate how long it would take their investments to double. Regarding debt reduction, Ketul used the rule of 72 to demonstrate how interest

expenses accumulates when individuals choose not to pay off credit card debt every month. He also advised that individuals should not have more than 2 credit cards. Last, Ketul spoke about the importance of life insurance. He advised that individuals should never buy life insurance with any kind of cash value, life insurance with as an investment, or life insurance policies that pay dividends. He advised that they should buy low-cost term insurance.

The fifth speaker, Christopher Alexander, a business coach, an entrepreneur and a former banker, shared his nuggets for daily living, which included: thinking positive thoughts, being confident, being prepared to fail; thinking before speaking, writing down goals and reading them every day, getting involved in your community, trying to understand the politics of the day and always voting, making every effort to be the best at what you do, managing money well, choosing where to spend, practice delayed gratification, create a side hustle, share your ideas and build your community.

The last speaker, Moy Fung, an author, and entrepreneurship coach with over 15 years of experience working with women entrepreneurs. Moy reiterated the importance of continuous learning and development for the youth. She also encouraged the attendees to have proper support systems that help go through issues of life. Lastly, she advocated for the need to take personal accountability of our lives and empowering others and helping them through difficult periods in their own lives.

The webinar concluded with participation awards of Walmart gift cards worth \$100 for 4 participants and a Samsung tablet. The awards were given to the webinar attendees that registered and participated at the event.

The Panelists:

- Gwyneth Chapman - Senior Advisor, Economic Empowerment & Anti-black Racism - City of Brampton
- Ray Gover - Speaker & Youth Advocate
- Dr. Rukia Swaleh - Registered Physician
- Eve Mpofu - Therapeutic Counsellor
- Ketul Raval - Financial Consultant
- Christopher Alexander - Business Coach
- Moy Fung - Entrepreneurship Coach

Food Security



Objective

To provide grocery food cards for 40 vulnerable families from marginalized communities to meet their food and basic needs during the COVID-19 pandemic.

Beneficiaries Selection Process

The families were selected through an application process that required applicants to fill out relevant information to qualify for support. To mobilize applicants, a flyer was created and shared on the following social media platforms: Facebook, LinkedIn, and twitter. The application form was uploaded on the KCA website and information about it disseminated within the KCA network and on social media.

The application was open from October 22, 2020 to October 27, 2020. All 40 applicants qualified but upon verification one applicant could not be verified and was consequently removed from the initial list. We however continued to receive requests for support

from the community. However, due to budget constraints they were put on a waiting list for when funding was available to support them. To replace the one applicant who could not be verified, we selected one of families in the waiting list that required urgent food security support. Additionally, another applicant was replaced as he no longer required assistance.

Special needs beneficiaries were identified from the final list of 40 beneficiaries based on their unique set of needs and vulnerabilities. Single unemployed women with children and people with physical illnesses including COVID-19 patients were included as beneficiaries with special needs. They received additional support such as grocery shopping. The items purchased was informed by information the applicant's application form.

Food Security

Beneficiaries Application Advertisements

Swahili Version



KENYAN Canadian Association

COVID-19 KUOMBA MSAADA

Kenyan Canadian Association inajitahidi kusaidia waliotengwa na walio katika mazingira magumu katika jamii yetu na wanaopata shida kwa sasa kutokana na janga la COVID-19

Tafadhali tembelea tovuti yetu www.kccanada.org kupitia mtandao ili kujaza fomu ya kuomba msaada wa covid-19 kabla ya

JUMAPILI, OKTOBA 25, 2020 SAA TANO USIKU

Canada  **Canadian Red Cross**

MAONI AU MASWALI:

Wasiliana na Mekdes outreach@kccanada.org
www.kccanada.org

English Version



KENYAN Canadian Association

COVID-19 SUPPORT APPLICATION

Kenyan Canadian Association is reaching out to support the marginalized and vulnerable members of our society currently experiencing hardships due to COVID-19 pandemic.

Please visit our website at www.kccanada.org to fill a COVID-19 Support Application Form by:

SUNDAY, OCTOBER 25, 2020 at 11:00 PM

Canada  **Canadian Red Cross**

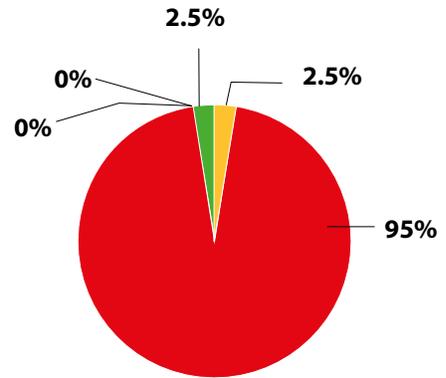
FEEDBACK OR QUESTIONS:

Contact Mekdes at outreach@kccanada.org
www.kccanada.org

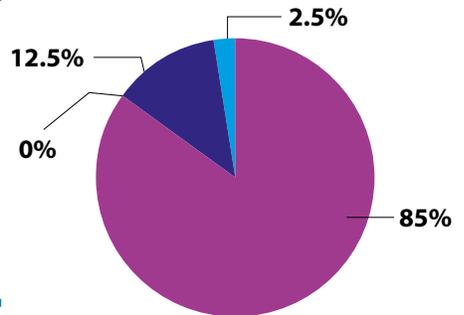
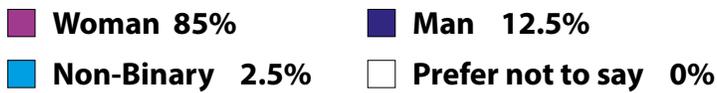
Food Security

Beneficiaries Summary

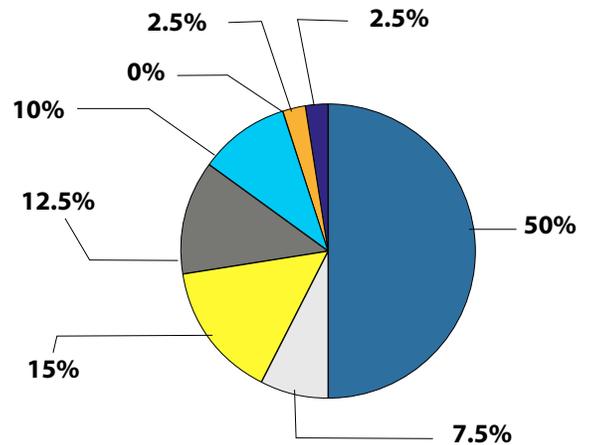
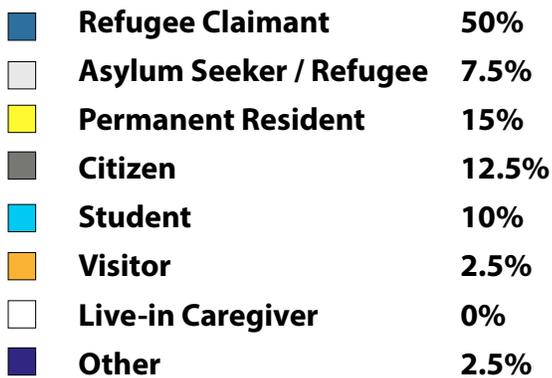
Age Group



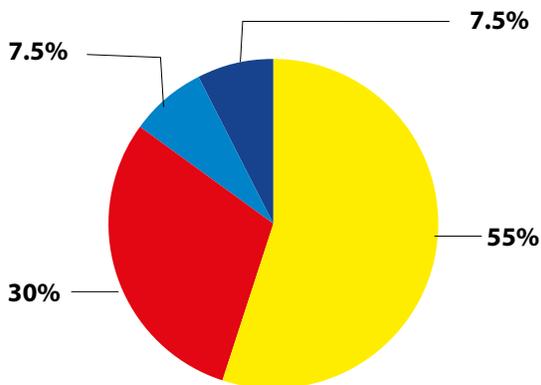
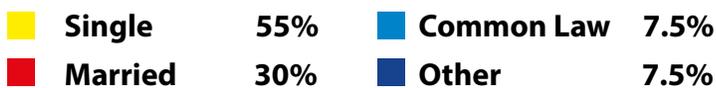
Gender Identity



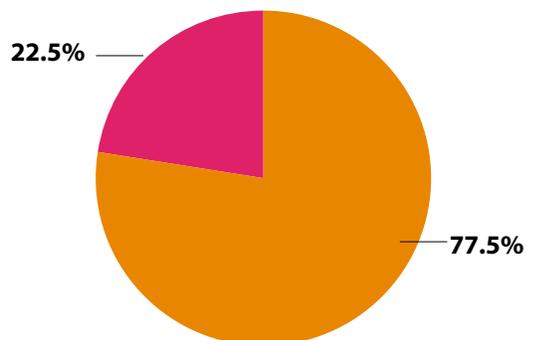
Status in Canada



Marital Status



Beneficiaries with dependents



Food Security

Total Purchased Grocery Cards

Grocery Cards	Quantity
Freshco	64
No Frills	96
Walmart	84
Sobeys	12
Metro	32
Food Basics	8
Food Land	8
Real Canadian Super store	16
Total	320

Round 2 Grocery Cards Purchase

Grocery Cards	Quantity
Freshco	18
No Frills	22
Walmart	18
Sobeys	4
Metro	8
Food basics	2
Real Canadian Superstore	4
Total	84

Round 4 Grocery Cards Purchase

Grocery Cards	Quantity
Frescho	18
No Frills	24
Walmart	24
Sobeys	2
Metro	8
Food basics	2
Real Canadian Super store	4
Total	86

Round 1 Grocery Cards Purchase

Grocery Cards	Quantity
No Frills	22
Walmart	22
Freshco	18
Metro	8
Sobeys	4
Real Canadian Super store	4
Food Land	4
Food Basics	2
Total	84

Round 3 Grocery Cards Purchase

Grocery Cards	Quantity
Frescho	10
No Frills	28
Walmart	20
Sobeys	2
Metro	8
Food basics	2
Real Canadian Super store	4
Total	74

Children Initiative

The KCA board of directors initiated a holiday donation drive to collect funds to provide gifts for children between 0 and 18 years of age. The drive raised \$1,611.93 and received additional support from the Toronto Star which included 245 gift boxes with winter hats, gloves, books, arts and crafts items for children between 0 and 12 years of age. The gifts were distributed to 49 children of 24 beneficiary families and 49 children from 21 families from the community.

Beneficiary families with children between the ages of 0 and 12 years old received Walmart gift cards worth \$20 a while those with children between the ages of 13 and 18 years received Walmart gift cards worth \$70.



Mental Health

Mental Health Support

Beneficiaries received mental health support provided by a registered psychotherapist, Dr Florence Juma.

Case managers referred beneficiaries to the psychotherapist to receive regular counselling until their mental health has recovered or improved considerably. During the implementation of the project, one beneficiary, a COVID-19 patient, received counselling services.

Case managers also received a three-day training from Dr Florence on assessment or trauma informal care.

Additionally, Dr Florence provided mental health advice during four webinars to build self-esteem of the audiences.

Challenges

Beneficiaries were not ready to use the counselling services although it was available for free.



Project Summary

Achievements

- ✓ The key achievements are recruitment of secretariat staff to run the day-to-day activities of the project, selection of **40** beneficiaries for the project and final schedule of webinar dates.
- ✓ KCA has engaged a mental health consultant for to assist the beneficiaries and train case managers how to respond to various issues as they arise. We have two beneficiaries currently being assisted, one just left hospital and the other tested positive for COVID-19 just a week ago.
- ✓ KCA was able to invite some of the great speakers from the city of Brampton, which made influence on the attendees and they were able to communicate and ask their queries in this challenging time.
- ✓ Distribution of **184 grocery cards** to **40 families** within the greater Toronto area (GTA) and outside the GTA in Sudbury, Niagara Falls, Brampton, Collingwood, and Ridge town.
- ✓ Provided additional grocery shopping for 12 families with special needs.

Challenges

- ✓ Webinars scheduling due to time constraint. The time webinars are tightly squeezed but we have managed to allocate them on a weekly basis.
- ✓ Time constraint has also been a key factor in logistics. We had to distribute the food supplies for the first two weeks at once. Those beneficiaries at far flung areas of Ontario like Collingwood, Ridgetown and Greater Sudbury will receive their supplies monthly to bring the logistics costs to a reasonable level.
- ✓ Setting up the project team was a key challenge for the project. The hiring process took a lot of time as it had to be above board and the best qualified team for the job sought. It took quite a while to finalize the entire set of activities and that had to be fast-tracked by putting together up a hiring committee.
- ✓ In Toronto region while distributing grocery cards, the field social support worker found it difficult to distribute because of changing time schedules of the beneficiaries on a short notice.
- ✓ There was limited time to plan effectively for the webinars, impacting the time spent by staff working outside of the normal working hours to ensure activities related to the webinar were completed on time.
- ✓ The time allocated for the KCA secretariat is limited considering required workload. Staff regularly worked additional hours including on weekends without compensation to achieve set goals and objectives of the project.

Project Summary

Monitoring and Evaluation

The KCA project team set out daily planning meetings where each member provided feed back and updates on their tasks. The team also set out timelines for different activities as well as documentation the different milestones achieved. At the meetings, the team deliberated on various issues that arouse concerning the project performance.

The project team through the finance department kept track of all the funds allocated to the project. This was done through tracking of all expenditures online items and ensuring the necessary approval is done by the project lead. There was a record of the details of members of the projected team attached to the project as well as a data base of all beneficiaries attached to the project. There were also accurate records of all gift cards allocated to the beneficiaries and any other special supplies given to special needs beneficiaries. Lastly at the end of each month a progress report was done to the donor CRCS so as to update them on the status of the report.

Financial Report

Income & Expenditure Report	
Canadian Red Cross Society Project Webinars and Food Security	
October 1 - December 31 2020	
Description	Actual
Income	
Funds from CRCS	\$75,011.62
Expenditure	
Arms - Length Sub - Contractors	\$6,450.00
Direct Aid to Beneficiaries	\$20,615.86
Logistics	\$4,578.18
Events	\$6,928.38
Travel Expenses	\$4,802.58
Project Equipment & Inventory	\$8,610.91
Staff Wages	\$20,976.76
Administrative Costs	\$5,818.13
Total Expenditure	\$78,780.80
Deficit	-\$3,769.18



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