

Community Outreach and Recruitment

Get to Know Your Community Resource Links

There are a variety of ways to explore your community and determine where to begin your outreach. Regardless of where you choose to start your outreach, it is important to recognize that no one source will provide you with the full picture. For example there are segments of the Canadian population that may not participate in national census activities. In addition, although there are lots of other sources such as [AreaVibes Canada](#) or real estate data that can offer some valuable insight, it is helpful to keep in mind that the source of information and that it was collected to meet the particular needs of the industry or organization being served.

The good news is that there are many trusted and accessible sources for you to explore. Here are just a few to get you started.

Your Provincial Government

Alberta - <https://www.alberta.ca/index.aspx>

British Columbia - <https://www.britishcolumbia.ca/>

Manitoba - <https://www.manitoba.ca/>

New Brunswick - <https://www2.gnb.ca/>

Newfoundland Labrador -

<https://www.newfoundlandlabrador.com/>

North West Territories - <https://www.gov.nt.ca/>

Nova Scotia - <https://novascotia.ca/government/>

Nunavut - <https://www.gov.nu.ca/>

Ontario - <https://www.ontario.ca/>

Prince Edward Island - <https://www.princeedwardisland.ca/en>

Quebec - <https://www.quebec.ca/>

Saskatchewan - <https://www.saskatchewan.ca/>

Yukon - <https://yukon.ca/>

Federation of Canadian Municipalities (FCM)

FCM has been the national voice of municipal government since 1901. Its members include more than 2,100 municipalities of all sizes, from Canada's cities and rural communities, to northern communities and 20 provincial plus territorial municipal associations. Together, they represent more than 92 percent of all Canadians from coast to coast to coast. Municipal leaders from across Canada assemble each year to set FCM policy on key issues <https://fcm.ca/en>

Associations for Provincial/Territorial Municipalities

<https://fcm.ca/en/resources/provincial-and-territorial-associations>

Google or Wikipedia Search

It is important to know that although the data gathered through a Google or Wikipedia search can provide some interesting information, it may be dated and is best verified by local statistics. The examples below are just a sampling of the type of searches you can conduct. Entering your city in a Google search will provide a host of links to explore with the Wikipedia city summary often being one of the top items listed.

<https://en.wikipedia.org/wiki/Calgary>

https://en.wikipedia.org/wiki/Whitby,_Ontario

Find Local Community Organizations

United Way Centraide Canada - 211 <https://211.ca/>

211 is Canada's primary source of information for government and community-based, non-clinical health and social services. These free and confidential services can be accessed 24 hours a day, in more than 150 languages, by phone, chat, text, and web. 211 helps connect people to the right information and services, making their pathway to care and resources a guided and trusted one.

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Your Local Library can provide a rich source of community information. Some communities have online access such as Ask a Librarian i.e. <https://onesearch.library.utoronto.ca/ask-librarian>

Canadian Center for Employment Centres <https://supportedemployment.ca/service-providers/>

CASE is a national association for the supported employment sector. It works with employment service providers, employers, community allies, and stakeholders working toward employment inclusion of people experiencing disability. It strives to facilitate full participation in the labour force by offering resources, expertise, and support to service providers.

Local Friendship Centres - <https://nafc.ca/friendship-centres/find-a-friendship-centre?lang=en>

The National Association of Friendship Centres (NAFC) was established in 1972 to represent, nationally, the growing number of Friendship Centres emerging across Canada. The NAFC represents over 100 Friendship Centres and Provincial/Territorial Associations (PTAs) from coast-to-coast-to-coast and makes up the [Friendship Centre Movement](#) (FCM).

Ontario Native Women's Association <https://www.onwa.ca/>

The Ontario Native Women's Association (ONWA) is a not-for-profit organization to empower and support all Indigenous women and their families in the Province of Ontario through research, advocacy, policy development and programs that focus on local, regional and provincial activities.

New Canadian/Immigration/Settlement Access Centres

<https://ircc.canada.ca/english/newcomers/services/index.asp>

There are a range of programs, services and community groups that operate in communities across Canada to assist newcomers to successfully settle into Canada. To generate a list of newcomer organizations offering services in your community entering your postal code, city, province or full address.

Equal Futures Canada <https://equalfuturesnetwork.ca/map/>

The Equal Futures Network brings together organizations, agencies and projects across Canada that are committed to advancing gender equality

50 – 30 Challenge Organizations <https://ised-isde.canada.ca/site/ised/en/50-30-challenge-participating-organizations>

2,174 and counting organizations are participating in the Government of Canada's 50 – 30 Challenge

Engagement Tools & Resources

<https://www.iafc.org/topics-and-tools/resources/resource/outreach-for-inclusion-how-to-engage-diverse-communities>

Related Tools & Resources

[4 Steps to Get to Know Your Community – How to Begin](#): An IDEAS4GE Hiring Solution Resource

Sample Outreach Strategies <https://www.autoklose.com/effective-outreach-strategy-examples/>