



Century
Initiative | Initiative
du Siècle

2022 Annual Report

A BIGGER CANADA TOMORROW
STARTS WITH BOLD ACTION TODAY

About Century Initiative

Century Initiative is a national, non-partisan charity with a mission to enhance Canada's long-term prosperity, resiliency and global influence by responsibly growing the population of Canada to 100 million by 2100. Century Initiative delivers its mission by leading, enabling and partnering on initiatives that support long-term thinking and planning in immigration, urban development, employment and entrepreneurship, early childhood supports, and education.

Our Guiding Principles

Collaboration

Shared Prosperity

Reconciliation

Pluralism

Environmental Sustainability



The Globe and Mail is Century Initiative's official media partner and the exclusive media partner for our National Scorecard on Growth and Prosperity.



Century Initiative | Initiative du Siècle

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Message from Board Chair and CEO

2022 was a significant year for the Century Initiative, and we are proud of all that we have accomplished together. For the first time, Canada is on track to reach 100M people by 2100, and public support for increased immigration levels continues to grow.

As we reflect on the past year, Century Initiative is proud to have led a national conversation and supported critical research related to population growth and its connection to Canada's long-term economic and social prosperity. We have convened experts, provided fact-based research and analysis, and advocated for smart policies and investments in areas like childcare, education, and housing and infrastructure, which are necessary to support continued growth.

While we are pleased with this meaningful progress, continued support cannot be taken for granted. Administrative backlogs, rising cost of living, lack of investment in infrastructure, housing affordability and global competition for talent threaten Canada's ability to grow well and realize our full economic and social potential.

To ensure continued support for immigration, the benefits of population growth must be shared by all who call Canada home—both now and in the future. A larger, bilingual Canada must increase the prosperity of all Canadians, promote the linguistic and cultural security of French-speakers in Quebec and the rest of Canada, and ensure that immigrants are integrated in a manner consistent with our treaty obligations and the interests of Indigenous people.

This year, we have seen that this is possible – although there remains much work to be done. By focusing on the long term, with the right insights, and with a willingness to act and invest proactively, Canada can set itself on a course to fulfil its true potential, improving the quality of life for future generations, and building a more diverse, resilient country.

Having a strategy, and a mechanism for measuring our progress against these goals is the only way we will achieve the prosperous Canada we all want to leave for future generations. While there is no doubt that 2022 has been a tumultuous year, we can be proud of the progress we have made, which is reflected in our annual National Scorecard on Canada's Growth and Prosperity.

On behalf of the Board of Directors, we would like to extend our heartfelt gratitude to our donors, supporters, and volunteers for their commitment to Century Initiative's work. It is through your dedication and contributions that we are building a more prosperous Canada for future generations.

Sincerely,



.....
Lisa Lalande, CEO, Century Initiative



.....
Mark D. Wiseman, Chair of the Board, Century Initiative; Senior Advisor, Lazard; and Chair of the Board, Alberta Investment Management Corporation (AIMCo)

Delivering on our Bold Plan

Leading the national conversation

Century Initiative continues to lead a national conversation on the importance of responsible population growth, and the need to ensure the benefits of growth are widely shared. In 2022, we advocated for a big and bold vision for Canada – and the policies and priorities that will create the conditions for Canada to thrive and grow well into the future.

We did this by delivering rigorous research such as the 2nd annual **National Scorecard on Canada's Growth and Prosperity**, through convening events, forging impactful partnerships, through strategic media engagement, and by amplifying the powerful stories of immigrants to Canada through compelling social marketing campaigns.



2022 National Globe and Mail Event: Unlocking our Potential - what do immigrants mean to Canadian innovation

To encourage public engagement in our work, Century Initiative released the **Growing Well Community Supporter Toolkit**. This unique fact-based digital resource helps Canadians learn about the importance of population growth and the need to grow well, while also empowering collaboration through tools to share important insights with different networks and communities.

Finally, through our **Champions for Immigration video series**, we connected Canadians to the powerful stories of first and second-generation immigrants to Canada, highlighting their incredible contributions to the Canadian economy and society, and improving public awareness around the benefits of immigration.

These stories encapsulate the incredible legacy which immigration has had on Canada and inspire the prosperous future Century Initiative is aiming for.



[Learn Murad Al-Katib's story, President and CEO, AGT Foods and Ingredients](#)

Demonstrated impact:

The 2022 Environics Institute's annual Focus Canada survey revealed that:

- | Despite economic uncertainty and global unrest, Canadians' support for immigration grew in 2022;
- | Over 85% of respondents agreed that immigration has a positive impact on the country's economy – **up 5% from 2021**;
- | 7 in 10 Canadians expressed support for the immigration levels at the time - the largest majority recorded in 45 years; and
- | Quebecers were no less supportive of immigration and Canada's immigration targets. Despite heated rhetoric in the province, the results were unchanged since 2021.

Achieving record-level immigration targets

In 2021, the federal government **satisfied Century Initiative's long-standing calls** for more ambitious immigration targets, and for new pathways to permanent residency for essential workers and international students. This was renewed in the **2022-2024 Immigration Levels Plan**; and expanded upon in the **2023-2025 Immigration Levels Plan**.

These targets are in line with Century Initiative recommendations and are a clear recognition of the important role that immigration plays in building prosperity.

See Century Initiative Statements and Submissions:

- | **Statement:** [Century Initiative Response to the New Immigration Levels Plan](#) (November 1, 2022)
- | **Submission:** [Century Initiative Submission: 2023 Federal Pre-Budget Consultations](#) (October 14, 2022)
- | **Statement:** [Century Initiative Response to the 2022 Budget: A Plan to Grow Our Economy and Make Life More Affordable](#) (April 7, 2022)
- | **Statement:** [Century Initiative Response to the New Immigration Levels Plan](#) (February 14, 2022)
- | **Statement:** Century Initiative was pleased to see the federal government announce that it would **temporarily lift work limits on international students and automate some study permit renewal processes**. International students are vital to our economic prosperity and to addressing our labour challenges. Removing the cap will help students better support themselves while they are in Canada and gain valuable Canadian work experience. This creates a more conducive environment for their success and makes Canada a more attractive destination. (October 7, 2022)

Our efforts have yielded significant results. In 2022, Canada's population grew by more than one million people, setting a new record as the country welcomed more immigrants. **For the first time, Century Initiative has assessed that Canada is on track to achieve the goal of 100 million Canadians by 2100.**

But Canada's ability to maintain these immigration targets and compete for global talent will rely on continued strong levels of public support. Canadians' strong level of support for immigration is globally unique, and we must, as a country, seize and leverage this advantage.

To maintain public support, we must understand and respond to Canadians' concerns about population growth. We need to get the foundational policies right: affordable housing, timely access to healthcare, increasing the number of good jobs and investing in the growth of the Canadian economy.

"Ultimately, we need to look beyond the numbers and take concerted action toward building our future prosperity – a future where the benefits of growth are not captured by a few, but shared by all who do and will call Canada home. Now is the time for Canada to seize our advantage. But it requires that we make bold policy decisions."



Mark D. Wiseman, Chair of the Board, Century Initiative; Senior Advisor, Lazard; and Chair of the Board, Alberta Investment Management Corporation (AIMCo)

Demonstrated impacts:

- | IRCC announced **new immigration target increases** targeting industries with high job vacancies. The plan also aims to boost regional immigration.
- | The federal government introduced a **plan for \$35 million in new money** over the next three years to improve and expand immigration settlement services in small towns and rural communities.

Advancing Canada's long-term economic and social prosperity

Century Initiative continues to be the only organization in Canada advocating for a more holistic view of the full range of factors required to build a bigger, bolder, and more prosperous future for more Canadians. Greater, more sustainable prosperity requires an understanding of the relationship between the size of our population, our investments in housing and infrastructure, as well as childcare, education and more.

To track our progress, and the policies that will support it, we have developed the **2nd annual National Scorecard on Growth and Prosperity**. It tracks 38 different factors that influence Canada's ability to grow and prosper, both socially and economically.

Century Initiative also partnered on two long-term, multi-disciplinary research projects to improve regionalization (immigrant attraction and retention in small and mid-sized cities) and migrant integration with Toronto Metropolitan University, The Canada Excellence Research Chair in Migration and Integration (CERC).

Century Initiative also partnered with the Indigenomics Institute on the national conference *Activating The Financial Architecture Of The 100 Billion Indigenous Economy*. Many Indigenous communities are exercising financial control of their own resources in ways consistent with self-government. This economic autonomy and power are having positive effects on Indigenous communities and the Canadian economy and must continue to be supported.

We filled key research and knowledge gaps with the release of four key insight reports on topics related to immigration, smart population growth and what that means for policy choices in Canada.

Demonstrated impacts:

- Across the world, Century Initiative's leadership is being noticed. In October, Lisa Lalande, the CEO of Century Initiative, was invited as a **keynote speaker** to a conference organized by the Committee for Economic Development of Australia on the evolving state of migration systems and benefits of population growth. The event was attended by government officials, policy-makers and business leaders.
- On October 17, 2022, Senator Tony Loffreda **delivered a message in the Senate Chamber** that Canada needs to be better, smarter, and faster in approving immigration requests. We are pleased that Senator Loffreda echoed a number of Century Initiative's key findings from the National Scorecard in his statement.

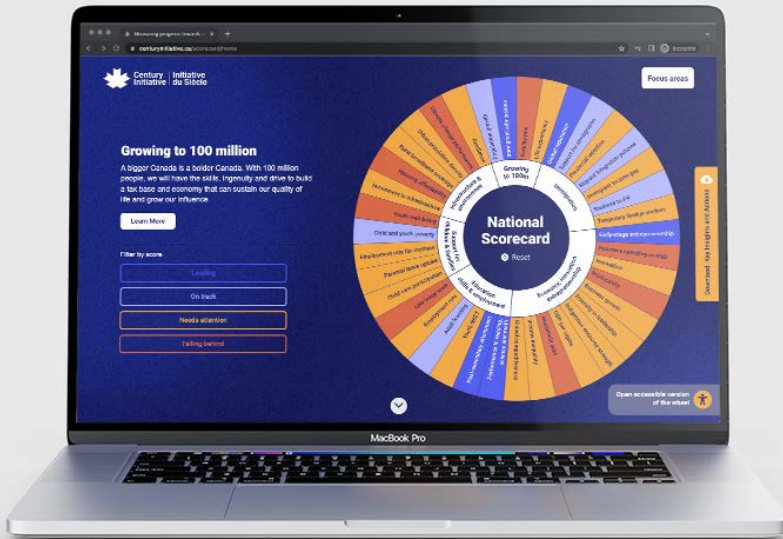


Achieving a milestone in childcare, but more work needed

Following the federal government's historic \$30 billion investment in 2021 to establish a Canada-wide early learning and childcare system, we are pleased to report that, as of March 28, 2022, all provinces and territories finalized jurisdictional agreements with the federal government. Century Initiative has long been an advocate for a national plan to support working parents, promote gender equity, and provide every Canadian child with the best start.

These commitments represent a big step forward and should be celebrated. Yet implementation remains a challenge, especially due to the significant variation which exists in the approaches across the country. To fully realize the goal of a national childcare system, key obstacles must still be addressed.

2022 Highlights



Release of the 2nd edition of Scorecard on Canada's Growth and Prosperity

Impact: Setting a bold economic vision for Canada, assessing indicators across 6 focus areas, and providing a strategic overview of Canada's progress on the issues that will influence our future.

Read the report



National Event with The Globe & Mail: Unlocking our potential - what do immigrants mean to Canadian innovation?

Impact: Bringing together leading voices in business, immigration and economic development to discuss the people, policies and investments needed to create an ecosystem of innovation in Canada.



Release of Key Insight Report on The Impact of Immigration on Prosperity in Canada

Impact: Demonstrating the evidence of how immigration affects prosperity and what that means for policy choices in Canada.



Filling key research and knowledge gaps with the release of:

- [Canadian Public Opinion About Immigration and Refugees – Oct 25, 2022](#)
- [The Evolution of the Canadian Identity – Dec 23, 2022](#)
- [Satisfaction, Outlook and Opportunities – Dec 16, 2022](#)

Impact: Understanding and tracking Canadian public opinion on immigrants and refugees; Canadian identity; the economy and opportunities for social mobility to further educate and inform the Canadian public on key issues impacting our future.

Contributing critical thought leadership by collaborating on over two dozen op-eds, articles, podcasts, and radio appearances.

THE GLOBE AND MAIL

OPINION

We have the drive, talent and skills – what is holding us back?

We have the drive, talent and skills – what is holding us back?: Opinion article by Murad Al-Katib, The Globe and Mail

NATIONAL POST

NP Comment

Opinion: Canada needs an edge – and immigrants can provide it

We should be doing all we can to find the world's most brilliant and skilled people, and help them make Canada their home

Canada needs an edge, and immigrants can provide it: Opinion article by Lisa Lalande and Irfhan Rawji, National Post

NATIONAL OPINION CENTRE

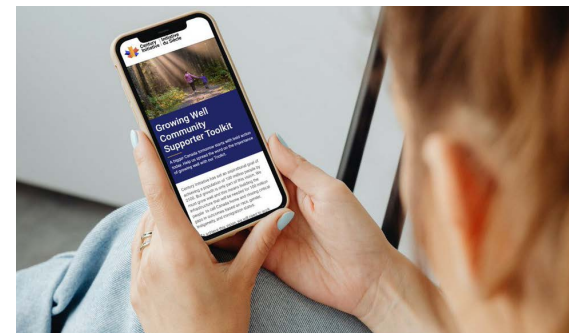
Is immigration at risk? Canadian attitudes could shift without proper planning

Is immigration at risk? Canadian attitudes could shift without proper planning: Opinion article by Lisa Lalande, National Newswatch



Launch of the **Champions for Immigration** video series

Impact: Amplifying inspiring stories of how immigrants to Canada and their families have championed economic strength, innovative ideas, and diversity in our nation.

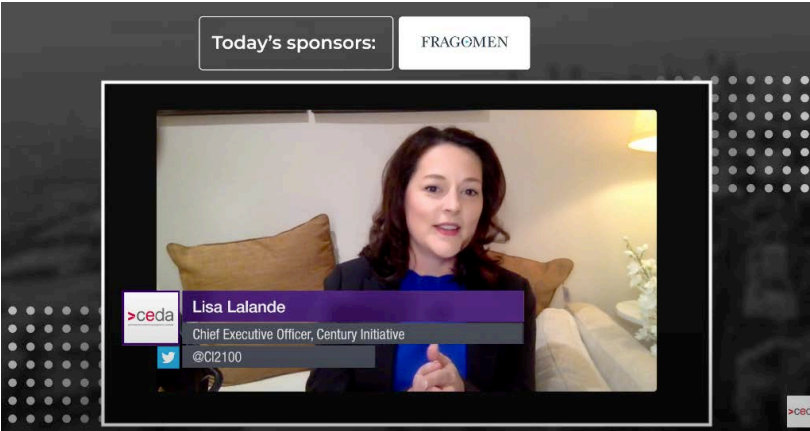


Launch of Growing Well **Community Supporter Toolkit**

Impact: Engaging and enabling Canadians to participate in the national conversation about growing Canadian prosperity.

Shared our vision and guiding principles at **7 key events**

Impact: Advancing convening efforts in Canada and abroad to generate knowledge, inform policy, and raise awareness of our vision and mission.



CEDA Event: [watch here](#)



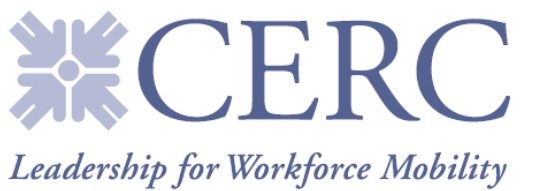
BHER Video: [watch here](#)



Cannexus conference in Ottawa

Explored, strengthened and engaged in **8 key partnerships** to advance our mission.

Impact: Partnering with researchers and practitioners to fill the relevant policy and program gaps, to generate more knowledge and insights that can support evidence-informed decision-making.



Financial Overview

Statement of Operations and Changes in Net Assets

2022

2021

Revenues

870,546

781,995

Expenses

863,018

750,228

Excess of Revenues over Expenses

7,528

31,767

Net Assets - Beginning of Year

40,553

8,786

Net Assets - End of Year

48,081

40,553

Statement of Financial Position

2022

2021

Assets

222,507

141,726

Liabilities

174,426

101,173

Unrestricted Net Assets

48,081

40,553

Thank you to our supporters

Our work would not be possible without the generous support of our donors. With gratitude, we extend our heartfelt thanks to these visionary contributors for their continued support. The donors are listed in alphabetical order.

- | Anonymous donors
- | AGT Food and Ingredients
- | Bank of Montreal
- | Business Council of Canada
- | Dominic Barton
- | Goldy Hyder
- | Larry and Judy Tanenbaum Family Foundation
- | Lisa Lalande
- | Lynwood Family Foundation
- | Martin Basiri
- | Massi Basiri
- | Matthew Mendelsohn
- | Meti Basiri
- | Power Corporation of Canada
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- | Scotiabank
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Tom Milroy
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Board Member



The Honourable Marie-Lucie Morin
Board Member



Andrew Pickersgill
Board Member*

We would also like to acknowledge our **Expert Panel Members** whose diverse thought leadership and expertise in our focus areas contribute to Century Initiative's policy and practice-change efforts, as well as our **Council of Champions** who help inform and amplify our work across Canada and beyond.

*No longer an active member of the Board of Directors