



# **EDMONTON PHILIPPINE INTERNATIONAL CENTRE STRATEGIC PLAN 2022 - 2025**





## Edmonton Philippine International Centre

The Filipino Spirit Shines Through

# INTRODUCTION

Filipinos are one of the fastest growing ethnic populations in Canada with a 7% annual growth outpacing the national growth rate of 1.1%. Since 2001, they have consistently been the top three new immigrants in Canada despite the lower immigration levels in 2020-2021 due to the travel restrictions brought by the COVID-19 pandemic.

Edmonton is one of the many Canadian cities enjoying the accelerated growth of the Filipino community. Filipinos in the city have contributed to the economic and social vibrancy of Edmonton through flourishing local businesses, unravelling Filipino art and culture, and most importantly recognizing many talents and skills in the professional, not-for-profit and sports sector. The proliferation of Filipino organizations demonstrate their capacity for self-development and potential to participate in the civic life of the city. Thus, the idea of a cultural and social hub hosted by the Filipino community for Edmontonians that represents their new home in Canada and expresses the bayanihan spirit of communal sharing and unity.

**The Edmonton Philippine International Centre (EPIC) is an aspiration of Filipino-Canadians in Edmonton to share their culture and heritage with Canadians and to be part of a robust intercultural city.**

The EPIC Strategic Plan 2022-2025 embodies the collective journey of the Filipino community to make this aspiration a reality!



## OUR VISION

In 2030, EPIC will own and operate a facility that will serve Filipino - Canadians, and be shared with the larger Edmonton community and surrounding areas.

## OUR MISSION

To build a home for Filipinos in Edmonton to come together, build community, share resources and celebrate their culture with Edmontonians and Albertans.



# Our Concept of EPIC

EPIC will be iconic and symbolic of Filipino culture and heritage reflecting our historical experience, the strengths of the Filipino people and the rich cultural wealth we bring to Edmonton and Canada. EPIC is envisioned to be:



A gathering place to make personal and social connections



A vibrant space for learning about and sharing of common experiences



A knowledge hub for activities that inform community members about resources, supports and opportunities



# STRATEGIC OBJECTIVES

## 2022-2025



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### EPIC WILL AIM TO ACHIEVE THE FOLLOWING OBJECTIVES:

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Demonstrate the range of programs and initiatives that EPIC can offer to the community.

Develop a self-sustaining revenue generating plan to support ongoing activities and the development of a physical facility to house EPIC.



Engage the Filipino community on an ongoing basis to participate and support EPIC.



To achieve our strategic objectives for the next three years, EPIC will focus on four foundational priorities:



## **A TEMPORARY LOCATION FOR EPIC**

EPIC needs to demonstrate to the Filipino community, potential institutional partners and Edmontonians its capacity to offer programs and initiatives to accomplish its vision and mission. An existing physical facility to house EPIC's initial offerings and support a core of organizations will be secured and leased on a short-term basis.

This temporary location could accommodate the following spaces<sup>1</sup>:

- Tambayan or drop-in centre
- Meeting rooms
- Office spaces
- Banquet hall/performance space

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<sup>1</sup> Community Engagement Results, February 2020.



# IMPLEMENTATION OF CORE PROGRAMS AND INITIATIVES

Community members<sup>2</sup> have indicated the top five programs that EPIC could offer in its first five years of operations. These are:

- Filipino Heritage School open to Filipinos desiring to stay connected with their language, culture and history as well to others wishing to expand their linguistic skills.
- Community education and lifelong learning that includes life skills for newcomers struggling to adapt to the Canadian culture and more importantly learning experiences to increase their capacity to participate fully in civic life of the city.
- Performing arts programs that showcase the best of Filipino culture and artistry that enrich the city's intercultural landscape.
- Outreach programs provided by social service agencies that will improve access to services and support needed by individuals and families.
- Celebration of events that offer a communal space for groups to gather for important personal and organizational milestones.

These programs can be delivered in-person or online with partner organizations.

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<sup>2</sup> Community Engagement Results, February 2020.



## COMMUNITY ENGAGEMENT, COMMUNICATIONS AND PROMOTION

EPIC acknowledges the importance of participation and support from the Filipino community as essential to its continuing journey to realise its vision. This journey must be travelled hand in hand with the community to shape a truly people's centre where their sentiments and concerns are central to its development.

EPIC will continue to engage Filipinos in Edmonton through multiple platforms - in person, print, broadcast and social media. These platforms are meant to foster the following key messages<sup>3</sup>:



### **EPIC serves the people.**

EPIC should be perceived as a centre provide service to the community, be it a space for activities, programs, services, more than fundraising events. Thus it needs to demonstrate activities that resonate with people's needs and interests. EPIC will consistently create opportunities for the community to participate in the planning of the Centre and involve a diverse range of community members in its governance.



### **EPIC is a place where we feel a sense of ownership, belonging and safety. ("Ang aming tahanan.")**

EPIC is for everyone and not just for a select few in the community. It's a hopeful and safe space where we can express our sentiments and concerns, and know that these will be heard and supported in a caring and inclusive environment.



### **EPIC enriches Edmonton.**

EPIC will collaborate with, support and highlight organizations in the city in initiatives that will celebrate cultural diversity, raise awareness of social issues and foster inclusion. EPIC recognizes that the Filipino community is one of the many ethnocultural communities that are experiencing issues of exclusion such as poverty, racism and discrimination and the need for greater civic participation.



# **FUND DEVELOPMENT PLAN FOR A PERMANENT FACILITY**

EPIC will draft a short-term and long-term fund development plan that will address the immediate financial need and a sustained revenue generation effort to make a fully operational facility a reality. It means the following:

- Create a fund development task force.
- Develop a short-term fundraising plan to support start-up programs.
- Engage a fund development consultant to develop a long-term fund development plan.

# NEXT STEPS

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Start-up activities for EPIC need to be undertaken to implement the Strategic Plan. These include:



## 01 — Commit

Discuss and approve the Draft EPIC Strategic Plan.



## 02 — Delegate

Identify individuals to form work groups on each of the strategic priorities.



## 03 — Action

Create a work plan for each of the strategic priorities.



The **#letsmakeitEPIC** is a campaign by the Edmonton Philippine International Centre Initiative to encourage fellow Filipinos and supporters to contribute to its cause. Like the first Filipino immigrants who came to Edmonton, pioneers of the EPIC campaign (or **"EPIC-neers"**) will create a strong foundation to support the success of the initiative in building a physical infrastructure.

## Why Sponsor EPIC?

- To help build a centre that will last for generations.
- To meet individuals in the community and create a connection with those who share the same dream; and
- To support various initiatives and programs that celebrate Philippine culture and heritage - foster the spirit of Bayanihan!

## Perks of Being an EPIC-neer

### Min. \$1/month EPIC donors

- Tour of the facility (Phase 1 and Phase 2 buildings)
- Listed as an EPIC donor on our website and on a commemorative plaque in the future facility. Total amount accumulated from each EPIC-neer will be engraved.

### Min. \$10/month EPIC donors

- Tour of the facility (Phase 1 and Phase 2 buildings)
- Special rates on EPIC events
- Listed as an EPIC donor on our website and on a commemorative plaque in the future facility. Total amount accumulated from each EPIC-neer will be engraved.

### Min. \$25/month EPIC donors

- Tour of the facility (Phase 1 and Phase 2 buildings)
- Special rates on EPIC events
- Special rates on rental space
- Listed as an EPIC donor on our website and on a commemorative plaque in the future facility. Total amount accumulated from each EPIC-neer will be engraved.



Learn more about  
our campaign

 [epicalberta.com/donate](https://epicalberta.com/donate)

 [facebook.com/epicalberta](https://facebook.com/epicalberta)

 [instagram.com/epicalberta](https://instagram.com/epicalberta)

 [twitter.com/epicalberta1](https://twitter.com/epicalberta1)

# #LetsMakeItEPIC

