

2023
ANNUAL REPORT

SAFEGUARDING OUR FUTURE

A FOCUS & A PLAN TO GROW WELL



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About Century Initiative

Century Initiative (CI) 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; infrastructure and environment; economy, entrepreneurship and innovation; support for children and families; and education, skills and employment. Century Initiative takes a network approach, prioritizing inclusion of diverse perspectives to inform and advance its work.

Our Guiding Principles

Shared Prosperity

Collaboration

Pluralism

Reconciliation

Environmental Sustainability

Bilingualism

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Canadian charitable number: BN 843519638 RR0001

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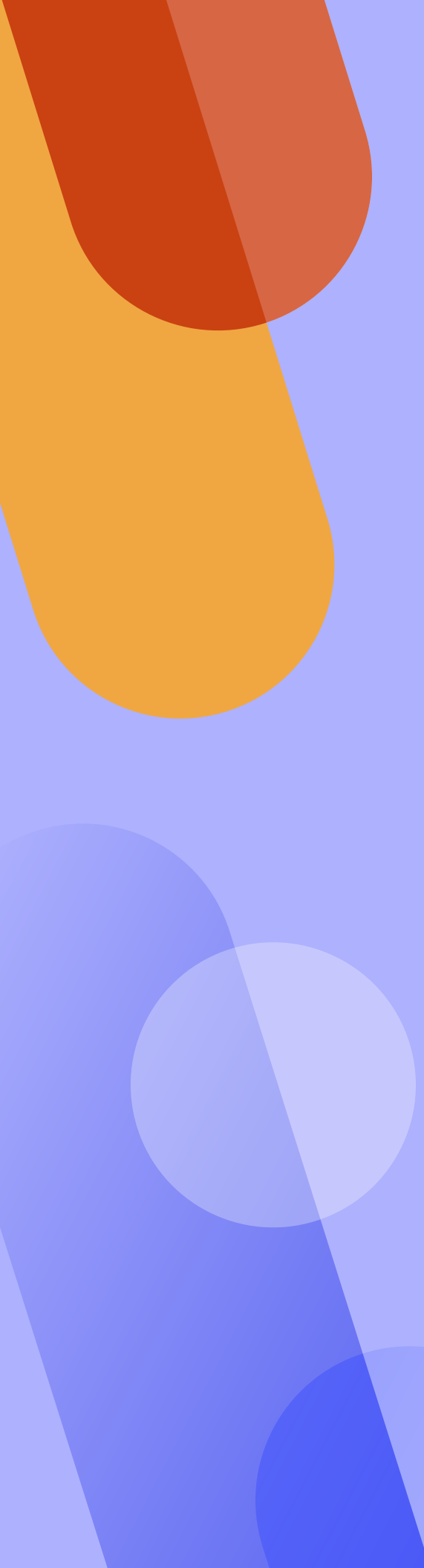


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MESSAGE FROM CEO AND BOARD CHAIR

Canada is undergoing one of the most significant debates about immigration in a generation, with a previously held consensus under fire from critics, journalists and politicians who are questioning the pace, volume and methodology of immigration planning.

In short, the narrative has shifted because the underlying reality has changed. Housing prices are out of reach, emergency room wait times are growing, and too many of our schools, roads and transit systems are falling apart. It's not hard to see why many want Canada to slow down the pace of growth or halt it altogether.

But a smaller Canada is also likely to be a less skilled, less prosperous, and less influential Canada. Rather than accept this fate, **the time has come for a new and bolder conversation about how we grow.**

Century Initiative is purpose-built to inform, engage, and drive this conversation. But while the nature and tenor of it today is unprecedented, it is by no means unpredictable. And that is precisely why we've been on the leading edge.

In 2023, [our research](#) revealed that more Canadians are hesitant about current levels of immigration, citing housing availability and affordability as the primary driver of that hesitancy. These findings suggest that waning support for immigration is not tied to nativism or xenophobia, but deeply practical, consequential concerns about our ability to plan for growth. In other words, Canadians are responding to real concerns, but our core values of openness and inclusivity remain steadfast.

Nevertheless, the implications of these findings are crystal clear: our future prosperity and social cohesion are not guaranteed. Only bold, immediate action will safeguard the well-being and unity of our nation. The path before us won't be easy. We must undertake a wartime-like effort to build more affordable homes. We must continue to strengthen our immigration and credential recognition system so that a greater pool of workers can contribute to the areas of greatest need. And we must continue to invest in both social and physical infrastructure. This is merely the beginning.

Throughout 2023, Century Initiative is proud to have led a national conversation and supported critical research on these topics and more. As that conversation continues to expand, so does our dedication to catalyze action and inspire meaningful change. We will continue to advocate for a long-term planning approach so that Canada can welcome the people it needs, ensuring immigration policies are complemented by strong, forward-thinking policies. And we invite Canadians from all walks of life to join us in shaping a future that reflects our highest aspirations.

As we stand before this transformative era in Canadian history, we extend our thanks to everyone who has helped deliver Century Initiative to a place of unparalleled relevance, including our supporters, volunteers, and National Expert Panel. With their support, we will continue to pursue a more prosperous and sustainable future for Canada for future generations.

The spotlight is on. It's growing brighter. And it's time for us to lead like never before.



Lisa Lalonde
CEO, Century Initiative



Mark D. Wiseman
Senior Advisor and Chairman of Canada, Lazard, and Senior Advisor, Boston Consulting Group

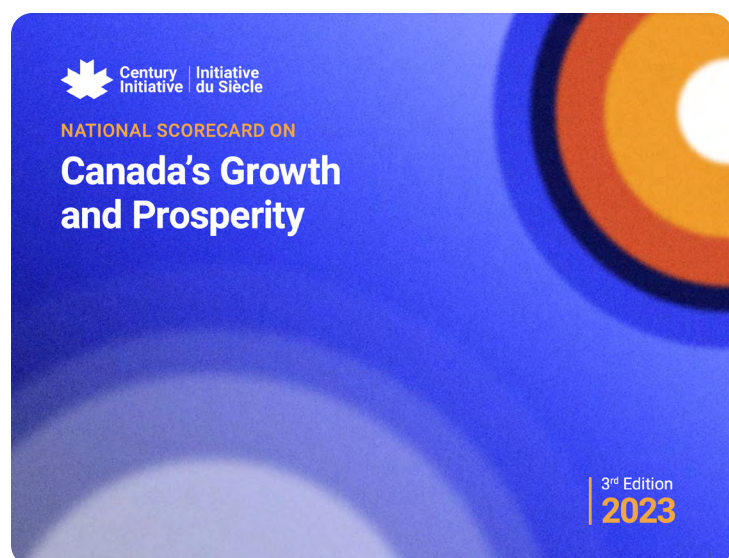


**DEMONSTRATING
OUR COMMITMENT
TO GROWING WELL**

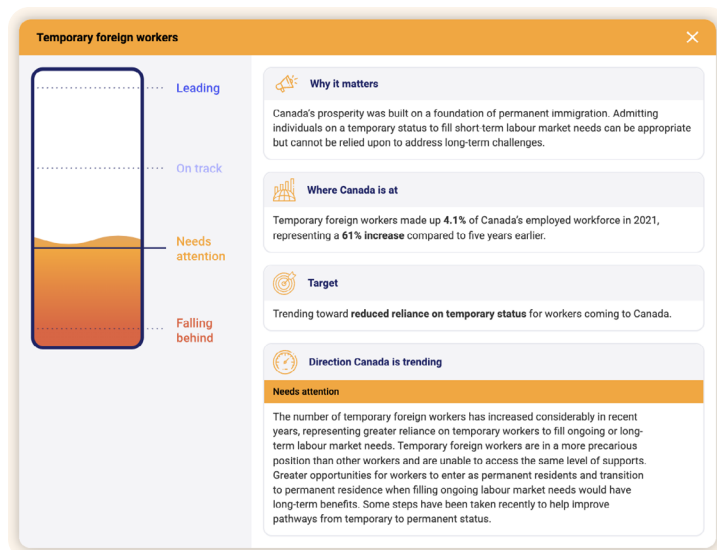
Supporting long-term thinking and planning

Century Initiative was founded on the understanding that increased immigration is the central way to grow our population, fuel our economic growth and build a bigger, more prosperous country for all in the decades to come. At the same time, we recognize that, for Canada to grow well, we need to think longer term and develop and implement the policies that allow us to grow in a more sustainable manner and maintain the strong support Canadians have historically shown for and to immigrants.

Our commitment to understanding and supporting systemic change underscores our dedication to nurturing Canada's growth. We deliver on this commitment through initiatives like the annual [National Scorecard on Canada's Growth and Prosperity](#).



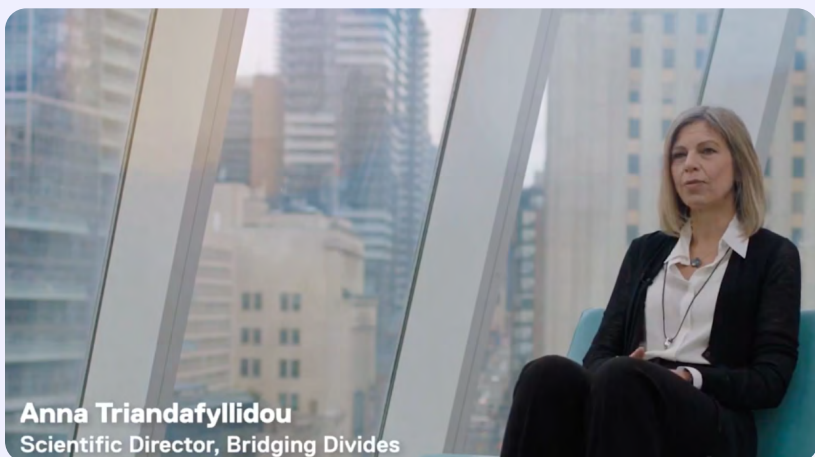
Century Initiative's 2023 Scorecard on Canada's Growth and Prosperity took a more streamlined approach to increase impact, readability and consistency. The findings were distilled into three unique insight areas and included key actions to help stakeholders in the public, private and non-profit sectors take action to ensure Canada's future strength and prosperity.



The Scorecard also included a new indicator – Temporary Foreign Workers. The number of temporary residents admitted to Canada has increased considerably in recent years. This reflects a greater reliance on temporary workers to fill long-term labour market needs. Canada's prosperity has been built on a foundation of permanent immigration. Century Initiative introduced this new indicator to strengthen our capacity to track Canada's performance as a country of immigration, and key risks to that status.

At Century Initiative, we recognize that the attraction and successful integration of migrants across the country is critical to the long-term success and prosperity of Canada.

To this end, we continued our support of the Toronto Metropolitan University's (TMU) [Bridging Divides](#) research program, which examines challenges and opportunities surrounding migrant integration in the mid-21st century. We also continued to support TMU's [Beyond the Metropolis: Immigration to small and mid-sized cities in comparative perspective](#).



Anna Triandafyllidou
Scientific Director, Bridging Divides

DEMONSTRATED IMPACT

In 2023, the Century Initiative supported project on migrant integration – ***Bridging Divides*** – was awarded a 7-year, \$98.6 million grant from the Canada First Research Excellence Fund.

In 2023, we began work on a research project centered on integration outcomes by examining the perspectives of second-generation immigrants to Canada.

While traditional integration metrics focus on educational outcomes, salaries, and other quantitative measures, this project aimed to fill a knowledge gap by taking a closer look at the outlooks and opinions of Canadian-born children of immigrants. The research initiated in 2023 culminated in the publication of our Key Insight report [Perspectives of second-generation Canadians](#) in 2024. This project was supported by Toronto Metropolitan University's [Diversity Institute](#) and the [Environics Institute for Survey Research](#).

DEMONSTRATED IMPACT

Century Initiative made thoughtful, intentional submissions to the federal government's 2024 - 2026 Immigration Levels Planning consultation and the federal [pre-budget consultations](#). We were pleased to see that our recommendations aligned with the federal government's plans to maintain its target permanent residency admissions through 2024 and 2025 and begin to stabilize numbers starting in 2026.



Century Initiative continued its partnership with the Indigenomics Institute with support for the **2023 Indigenomics on Bay Street conference** — an annual event to bring focus, meaning and visibility to Canada’s rapidly growing Indigenous economy.

Growth and development of the Indigenous economy and business sector are essential to fostering reconciliation with Indigenous peoples and are a key driver of the economic future of Canada as the Indigenous population continues to grow at a faster rate compared to Canada’s population overall. Strength of the Indigenous Economy is a [key indicator](#) in CI’s *National Scorecard on Canada’s Growth and Prosperity*.



Carol Anne Hilton, CEO/Founder of the Indigenomics Institute and the Global Centre of Indigenomics.

Securing tomorrow's workforce – Enabling critical discussions around labour market dynamics

Canada's greatest resource is our people. Our human capital is improved dramatically by the arrival of immigrants who bring skills, talents, knowledge, labour and networks.

Immigrants can be key drivers of innovation, entrepreneurship and productivity in the years ahead. At the same time, Canadians need the skills that tomorrow's economy requires if we're to compete and prosper globally. Canadian youth, in particular, must be supported to reach their full potential in the workforce ensuring they aren't left behind in the long term. In 2023, Century Initiative delivered key research and events on how Canada can build a skilled, resilient and adaptive workforce for the future.

2023 HIGHLIGHTS



Century Initiative partnered with The Globe and Mail to host *Future Workforce: How will Canada compete?*

The event attracted 821 attendees and featured insights from thought leaders such as Jean Boivin, Head of the BlackRock Investment Institute, Mark Wiseman, Senior Advisor and Chairman at Lazard, the Honourable Navdeep Bains, the Former Minister of Innovation, Science and Industry of Canada, and Pedro Barata, former Executive Director of the Future Skills Centre, on topics like immigration, economic growth, and essential skills for young people today. Internationally acclaimed author and global strategist Dr. Parag Khanna touched on global challenges such as climate change, political instability and economic decline, and what the resulting global population shifts will mean for Canada. Century Initiative thanks Palette Skills, The Future Skills Centre, World Education Services, and Windmill Microlending, without whom the event would not have been possible.



Century Initiative received support from the [Future Skills Centre](#) to undertake in-depth research into labour force dynamics and career prospects for young people in the wake of economic shocks.

We published an [executive brief](#) detailing how economic shocks can have significant detrimental effects on young people's careers for years following the initial shock.

We brought together labour market stakeholders from the public, private, academic, and non-profit sectors in a roundtable event to discuss the impacts of economic shocks on young people and to workshop potential policy solutions.

This culminated in a [Key Insight](#) report that dove further into the issue, explored gaps in existing policy responses, and made strategic recommendations for policymakers, community organizations, and employers.

To better prepare for and support youth through future economic shocks, we shared the final report with 57 labour market stakeholders, over 1300 people through Century Initiative's network, and over 150 presentation audience members at multiple national workforce development conferences, including First Work's Futures 2023 and CERIC's Cannexus24. The report and its findings were also shared broadly with the public through a comprehensive social media outreach plan.



Leading a national conversation on population growth and prosperity

Population growth, immigration and prosperity are at a pivotal stage in this country and around the world.

Canada is on track to reach 100 million people by 2100 and remains a stable, democratic society. However, Canada is facing key challenges in housing affordability and access, rising costs of living, a deepening productivity gap, and climate change. Now, more than ever, our organizational mission holds profound significance.

We are committed to fostering, enabling, and supporting substantive discussions, debates, and dialogues on pivotal issues shaping the nation's future. This commitment was realized through key events, debates, and proactive engagement with media.

2023 HIGHLIGHTS



Century Initiative continued its work in tracking Canadian public sentiment on immigrants and refugees with the release of the Public Opinion & Immigration: Maintaining Canada's advantage key insight report; and through the annual Environics Institute's Focus Canada survey. The key insight report took a closer look at what we know about public opinion toward immigration in Canada, potential risks to maintaining high levels of public enthusiasm, and recommendations for mitigating those risks.



Goldy Hyder, President and CEO of the Business Council of Canada and CI Board Member spoke at the February 14, 2023 Canadian Club event *Securing Canada's immigration advantage*. The event explored how businesses can support newcomers and what the private sector, communities and governments can do together to secure Canada's immigration advantage. Century Initiative utilized the event to share key findings from its report *Public Opinion & Immigration: Maintaining Canada's advantage*.



Century Initiative CEO, Lisa Lalande, presented at **Cannexus23**, Canada's largest bilingual career development conference, in Ottawa. The discussion focused on the need for strategic population growth to ensure Canada's future prosperity – and the associated economic and labour market implications.



Century Initiative took part in a critical and timely debate on the economic impacts of immigration and the current immigration level planning at the **22nd annual Banff Forum: Bold Thinking for a Sustainable Future**. The Banff Forum is one of Canada's preeminent public policy forums.



The 6th Metropolis Identities Conference in Calgary, Alberta

Century Initiative participated in other national and local conferences, events, and educational programs to explore how Canada can most effectively address its population objectives through immigration including the **6th Metropolis Identities Conference – Making immigration the key to Canada's Future**, in Calgary, AB; **The Queens University Executive Program** in Kingston, ON; and **The Brock House Society Lecture – Building a Prosperous, Diverse and Resilient Canada** – in Vancouver, B.C.



Century Initiative also contributed critical thought leadership through op-eds, articles, or interviews in print, on TV, and various radio appearances. There were more than 70 articles where CI is mentioned or quoted in 2023.

THE GLOBE AND MAIL

A slowing economy threatens the future of a generation of Canadian youths: Opinion article by Lisa Lalande and Pedro Barata, The Globe and Mail

Canada on track for 100 million but support can't be taken for granted: Century Initiative CEO: Article on Canadian public support for immigration featuring interview with Lisa Lalande, The Globe and Mail

Young Canadians are staring at a bleak future of diminished economic prospects: Opinion article by Lisa Lalande and Pedro Barata, The Globe and Mail



100 Million Canadians by 2100

May 30, 2023 (clip starts at 1:02:20)

FINANCIAL POST

Canadians are questioning immigration targets, but that doesn't mean they're anti-immigrant: Article discussing 2023 Focus Canada Results, Financial Post



National Newswatch: Canada will have to embrace challenges on the path to responsible growth

December 5, 2023

LinkedIn

Canada cannot afford to pause immigration: Opinion article by Lisa Lalande, LinkedIn

To solve our housing crisis we need more homes, not fewer people: Opinion article by Lisa Lalande, LinkedIn

LOOKING AHEAD

At Century Initiative, we are more determined than ever to advocate for a big and bold vision for Canada. To bring forward novel and concrete policies and priorities. To empower, drive and inform the debate.

As we look to 2024, our work will focus on facilitating dynamic discussions across Canada on population growth and immigration, centered on addressing key growth challenges facing communities small and large, particularly infrastructure investments and housing affordability. Through this ongoing dialogue, we will seek to identify solutions firmly rooted in local experiences and perspectives.

AUDITED FINANCIAL STATEMENTS

Statement of Operations and Changes in Net Assets

	2023	2022
Revenues	997,244	870,546
Expenses	931,388	863,018
Excess of Revenues over Expenses	65,856	7,528
Net Assets - Beginning of Year	48,081	40,553
Net Assets - End of Year	113,937	48,081

Statement of Financial Position

	2023	2022
Assets	189,412	222,507
Liabilities	75,475	174,426
Unrestricted Net Assets	113,937	48,081

Board of Directors



Mark D. Wiseman
Chair of the Board of Directors



Tom Milroy
Vice Chair & Treasurer



Goldy Hyder
Board Member



The Honourable Ratna Omidvar
Board Member



The Honourable Marie-Lucie Morin
Board Member



Willa Black
Board Member*



Murad Al-Katib
Board Member*



Lisa Lalande
CEO

*Active January 1, 2023 - December 31, 2023

THANK YOU TO OUR GENEROUS SUPPORTERS

Our work would not be possible without the generous support of our key partners and 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
- Martin Basiri
- BMO
- Cause Leadership Inc.
- CIBC
- Thomas Eastman
- The Future Skills Centre
- François Guilbault
- Goldy Hyder
- Ryan Laity
- Lisa Lalande
- Frank Lee
- Lynwood Family Foundation
- Matthew Mendelsohn
- Power Corporation of Canada
- Quarrywood Foundation
- Scotiabank
- Srinarayanathas Foundation
- Larry and Judy Tanenbaum Family Foundation
- TD Bank
- Kyler Tebbutt



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