PRUDE INC.
IMPACT REPORT
2025

PRUDE INC. CELEBRATING 44 YEARS IN NEW BRUNSWICK

of transforming lives in the
Greater Saint John region and beyond!



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PRIDE OF RACE UNITY DIGNITY THROUGH EDUCATION
PRUDE INC.
Est. 1981

WE KNOW

DIVERSITY

&

INCLUSION

MATTER

TRAINING
CONSULTING
EDUCATION

ABOUT US

Pride of Race, Unity, Dignity, through Education (PRUDE) Inc., based in Saint John, New Brunswick, Canada, started as a Black community empowerment organization in 1981, and has expanded to promote diversity, equity, inclusion, and newcomer integration. PRUDE Inc. is dedicated to the full participation of all communities in the social, cultural, and economic fabric of mainstream New Brunswick life.

- We're a non-profit organization
- We're dedicated to building connections within communities
- We facilitate Diversity, Equity, and Inclusion (DEI) training sessions
- We empower stakeholders with skills to thrive in multicultural settings
- We provide a platform for diverse voices to share personal experiences

- We assist newcomers to integrate successfully within communities
- We promote intercultural awareness
- We encourage understanding among all cultures
- We provide leadership initiatives to empower newcomer youth and women
- We provide educational awareness and advocacy on Anti-Hate crimes

At PRUDE Inc., we find inspiration in movement, transition, and cultural differences to create unique programs and events inspired by real people and true stories - designed for all races and ethnicities to grow in the Greater Saint John region, and beyond.

LAND ACKNOWLEDGEMENT

PRUDE Inc. acknowledges that it carries out its work on the traditional unceded, unsurrendered territory of the Wolastoqiyik nation.

The Wolastoqiyik along with their Indigenous neighbors, the Mi'Kmaq/Mi'kmaw and Passamaquoddy/Peskotomuhkati signed Peace and Friendship Treaties with the British Crown in the 1700s that protected their rights to lands and resources.

We, the staff, volunteers, and members of the Board, pay respect to the elders, past and present, and descendants of this land. We honour the knowledge keepers and seek their guidance as we strive to develop closer relationships with the Indigenous people in New Brunswick.



Board President's Message

Jasmine Grimes

I am extremely proud of the work PRUDE Inc. has accomplished over the past year. As I reflect on my first year as President of the Board of Directors, I am inspired by the impact our organization continues to make in our community. This year, we settled into our new space, hosted several large community events, welcomed new members to our team, and introduced innovative programming such as our YALI Voices podcast. Our dedicated staff continue to advance and embody our mission and vision every day.

PRUDE Inc. continues to serve the community through a range of impactful programs, including:

- Diversity, Equity, and Inclusion (DEI) Programs
- Anti-Hate Project
- Newcomer Women Leadership Program (NWLP)
- Young Ambassadors Leadership Initiative (YALI) & YALI Voices Podcast
- Come Together the Canadian Way (CTCW) Program
- Women's Project Rural New Brunswick

In addition to our ongoing programs, PRUDE Inc. proudly hosted community events for:

- Black History Month
- International Women's Day
- Canadian Multiculturalism Day

I would like to extend my sincere gratitude to PRUDE Inc.'s staff, Board of Directors, and volunteers for their passion, dedication, and commitment to our organization. I am also deeply grateful to our funders, donors, and community partners for their continued support and trust in our work.

Looking ahead, I am excited to build on the strong foundation established in 2024. Together, we will continue to strengthen our programming, reach even more community members, and celebrate the values of diversity, equity, inclusion, and belonging. I am confident that we will achieve these goals and more in the year ahead.

Sincerely,
Jasmine Grimes,
Board President



Executive Finance and Administrative Manager's Message

Akor Nuuk

With all protocols duly observed, it is with great pleasure that I join you today as we celebrate the achievements of the past fiscal year and share our vision for the years ahead. Our Annual General Meeting offers us a meaningful opportunity to pause, reflect on our mission and vision, and acknowledge the milestones we have reached together. None of these accomplishments would have been possible without each and every one of you, and so we proudly recognize these achievements as *our collective success*.

The past year has been truly remarkable for PRUDE Inc. Despite the considerable challenges we faced, we emerged stronger, more resilient, and more determined in our commitment to the community. Our accomplishments are a direct result of the hard work and dedication of our exceptional team, as well as the unwavering support of our stakeholders.

Among our key successes this year are the following:

- **New Initiatives**: We expanded our portfolio with the launch of PRUDE Inc.'s *Anti-Hate Project*. Through this initiative, we provide education and awareness around issues of hate, while also offering support to victims of hate-related incidents.
- **New Collaborations and Partnerships**: We strengthened our network and broadened our reach by forging valuable partnerships across the community.
- **Project Expansion:** Several of our ongoing projects grew in scope and impact, enabling us to serve more individuals and groups throughout the region.

These achievements have motivated us to continue striving for excellence as we serve our community. At the same time, we recognize that our work is far from complete. Looking ahead, we plan to extend our services even further, including greater outreach to the Francophone community of Saint John. The establishment of the PRUDE Inc. Learning Centre remains a top priority, and we look forward to bringing this important initiative to life in the coming months.

In closing, I would like to express my deepest appreciation to our funders, who have entrusted us with these vital initiatives. Your support has empowered us to make meaningful, lasting change in the lives of many—one day at a time. To our dedicated Board of Directors, thank you for your strong governance, steadfast guidance, and unwavering support during even the most challenging moments. To the remarkable staff of PRUDE Inc., you are an exceptional team. Though small in number, you are dynamic, committed, and inspiring. Thank you for your teamwork and mutual support. To our valued volunteers, much of what we accomplish would not be possible without you. Your willingness to show up, time and time again, helps propel our mission forward. And to our clients, community partners, business partners, and all stakeholders, thank you for believing in our work and for walking this journey with us.

As we step into the new year, let us continue building on the strong foundation we have created together. The future of PRUDE Inc. is bright, and with your continued support, we will reach even greater height

Akor Nuuk,
Executive Finance and Administrative Manager



Newcomer Programs Manager's Message

Robert Sancton

The Newcomer Programs team at PRUDE Inc. supports newcomer adults and youth to become fully integrated into our community by helping them develop their confidence in English communication, leadership skills, community connections and knowledge of the local area and its diversity of cultures.

This year, we expanded our client-centred programming in the following ways:

- We deepened our employment-ready skills development with the addition of employment expert Jennifer Burley to the team as the coordinator for our Newcomer Women Leadership Program (NWLP) and by including guest speakers from Working NB and their innovative game-based learning activity in our Young Ambassadors Leadership Initiative (YALI) coordinated by Ogorchukwu Ugolo.
- We added Indigenous content to our NWLP and Come Together the Canadian Way (CTCW) programming through thought-provoking discussions and activities about entrepreneurship, cultural preservation and wellness from the diverse perspectives of our Indigenous partners.
- We created YALI Voices, a podcast for youth to share their own stories about their experiences as newcomers and to gain practical experience as interviewees and hosts.
- We facilitated new crosscultural connections among newcomers and between newcomers and citizens with the inclusion of sub-national groups and regions in our Cultural Ambassadors Project (CAP) presentations and an intergenerational multicultural celebration for residents and staff, including internationally trained healthcare workers, at Loch Lomond Villa coordinated by Song Kim.
- We provided opportunities and safe spaces to address newcomer-specific issues related to gender roles, family dynamics and parent-child relationships across all of our programs.

In addition to our direct services to our clients, we fostered cooperation and learning between organizations in our sector by participating in Saint John Local Immigration Partnership committees and the newcomer advisory panel and by serving on the organizing committee and facilitating two peer-to-peer learning sessions at the inaugural Pathways to Belonging: Saint John Immigration Sector Summit.

Robert Sancton
Newcomer Programs Manager



Diversity, Equity, and Inclusion (DEI) Programs Manager's Message

Yousra Aissaoui

Over the past year, our DEI programs, including Bridging Cultural Diversity in Schools and Anti-Racism Education, have continued to advance our commitment to diversity, equity, and inclusion through presentations and workshops.

Our initial focus was on enhancing multicultural awareness through education and to promote diversity knowledge in schools within the Greater Saint John Region. We also strengthened collaborations within the community by participating in events and public awareness initiatives. Furthermore, our programs broadened their reach through in-house sessions and training covering topics such as unconscious bias, intersectionality, and respectful communication across differences. The rising incidence of hate crimes necessitated a proactive response. To address this challenge accurately, we proudly launched the Anti-Hate Project. This initiative is fundamentally designed to empower the community against hate crimes and discrimination incidents through comprehensive education. The goal of this project is to provide individuals with the tools and knowledge to identify, report, and stand against hate incidents. Our DEI projects and programs serve as critical pillars in fostering and creating safer and inclusive environments.

Our journey toward greater equity is continuous and transformative. As we look ahead to the coming year, we remain dedicated to building this progress by developing tailored, age-appropriate presentations for elementary, middle and high school students. Our strategy will also focus on implementing a new feedback mechanism including pre- and post-session surveys to measure shifts in student knowledge and attitudes. We will focus on amplifying community resilience through monthly educational Anti-Hate workshops and learning sessions. We also plan to launch a cohort-based program focused on equity and belonging.

We look forward to sharing continued progress as we work to measure, enhance, and expand our impact, ensuring our programs remain responsive to the evolving needs of our community and stakeholders.

Yousra Aissaoui
Diversity, Equity, & Inclusion Programs Manager

BOARD OF DIRECTORS



Jasmine Grimes
President



Chayan Saha
Vice President /
Interim Treasurer



Jeff Sparks
Director



Rufina Ajalie
Director



Elizabeth Moncy
Director



Bolatito Lawal
Director



David Shamala
Director



Ngozi
Bukola-Ajetunmobi
Director

OUR TEAM



Akor Mbee Nuuk
Executive Finance & Admin. Manager



Robert Sancton
Newcomer Programs Manager



Yousra Aissaoui
Diversity, Equity, & Inclusion Programs Manager



Jennifer Burley
Newcomer Women Leadership Program Coordinator



Ogorchukwu Ugolo
Young Ambassadors Leadership Initiative Coordinator



Song Kim
Cultural Ambassadors Project (CAP) Lead & Volunteer Coordinator



Grace Meade
Anti-Hate Project Coordinator



Mambiyea Kapee
Anti-Hate Project Support Staff



Rachael Ewurama Ahadzi
Anti Racism Education Program Coordinator



Natazha Lagrimas
Marketing & Communications Specialist



Anastasiia Sofronova
Event Coordinator and Front Desk Officer

CONNECTING COMMUNITIES THROUGH
OUR OUTREACH PROGRAMS AND PROJECTS

NEWCOMER PROGRAMS

Focus on building and developing Newcomer Community Connections



NEWCOMER WOMEN LEADERSHIP PROGRAM (NWLP)



COME TOGETHER THE CANADIAN WAY (CTCW) PROGRAM



YOUNG AMBASSADORS LEADERSHIP INITIATIVE (YALI)

DIVERSITY, EQUITY, & INCLUSION TRAINING PROGRAMS

Focus on facilitating training sessions in Anti-racism Education, Diversity, and Inclusion.



ANTI-RACISM EDUCATION



BRIDGING CULTURAL DIVERSITY
School Presentations & Workshops



BRIDGING CULTURAL DIVERSITY
Workplace

ANTI-HATE PROJECT

Focus on building the capacity of individuals and organizations to recognize, understand, and respond to hate in meaningful and effective ways.



WOMEN'S PROJECT RURAL NEW BRUNSWICK

Focus on supporting marginalized and newcomer women in rural communities in New Brunswick by sharing their stories, building connections, and overcoming barriers to inclusion.



Newcomer Women Leadership Program (NWLP)






IMPROVE YOUR PERSONAL AND PROFESSIONAL DEVELOPMENT WHILE CONNECTING WITH THE COMMUNITY IN A MEANINGFUL AND IMPACTFUL WAY

- Be Empowered with Confidence
- Gain Employment Skills
- Build your Network
- Learn about the Canadian Workplace

RADAR MAP
Since 2020



285+ PARTICIPANTS
Newcomer women from the Greater Saint John area.

150+ GUESTS SPEAKERS
From New Brunswick in different fields

55+ ORGANIZATIONS FOR BUSINESS TOURS
Envision Saint John, Connexion Works, Working NB, SJ Arts Centre, UNB, Imperial Theatre, and many others

90+ COMMUNITY ENGAGEMENT
Impacting the community through volunteer opportunities with local non-profit organizations

243+ WORKSHOPS AND LEARNING ACTIVITIES
Different topics each week to empower women

Ukrainian Women Support Group Since 2023



728+ PARTICIPANTS

67+ WORKSHOPS

56+ INDIVIDUAL MEMBERS

FUNDED BY: Immigration, Refugees and Citizenship Canada / Immigration, Réfugiés et Citoyenneté Canada — RBC Foundation / Fondation

COME TOGETHER THE CANADIAN WAY





Confident English Communication

Community Connections

Discovery of Cultures

RADAR MAP SINCE 2017

4802+ PARTICIPANTS
Female, male and gender-diverse newcomers in the Saint John Region

48+ GEOGRAPHICAL COVERAGE
Countries represented by participants and volunteers

1981+ VISITS & GUEST SPEAKERS
UNB, First Nations Storytellers, , GNB, The Hospice Shoppe, Service Canada

537+ COMMUNITY ENGAGEMENT ACTIVITIES
Issue-based discussions with a senator, police and government personnel and community flower planting and cleanup activities

Cultural Ambassadors Project SINCE 2023 (CAP)

77 CULTURAL AMBASSADORS

43 COUNTRIES







FUNDED BY: Immigration, Refugees and Citizenship Canada | Immigration, Réfugiés et Citoyenneté Canada

YOUNG AMBASSADORS LEADERSHIP INITIATIVE

EMPOWERING YOUNG NEWCOMERS







RADAR MAP

Since 2020

250+

PARTICIPANTS

Newcomer Youth ages 16-30 in the Greater Saint John.

75+

WORKSHOPS

Money Matters: Financial Literacy Workshop for Youths, Mental Health & Wellness

100+

COMMUNITY ENGAGEMENT

BHM2025 Flag Raising Ceremony, Volunteering activities,

37+

SPECIAL EVENTS

International Youth Day Workshop, Bullying in Schools & Workplace Harrassment Workshop





FUNDED BY: Immigration, Refugees and Citizenship Canada / Immigration, Réfugiés et Citoyenneté Canada

Anti-racism Education

DIVERSITY FAIRNESS INCLUSION ADDRESSING STEREOTYPES

BIAS ELIMINATION EQUITY EDUCATION

SINCE 2020

- **3176+** PARTICIPANTS TRAINED
- **102** WORKSHOPS/ SPEAKERS SERIES
- **62** GUEST SPEAKERS
- **55** ORGANIZATIONS RECEIVED OUR TRAINING
- **9** BLACK HISTORY MONTH SPEAKERS SERIES





PRUDE INC.'S ANTI-RACISM EDUCATION PRESENTATIONS OFFER US ALL THE OPPORTUNITY TO DO BETTER!

FUNDED BY: IMMIGRATION NB

BRIDGING CULTURAL DIVERSITY

School Presentations & Workshops

Diversity Make a Change Experiences

Systemic Discrimination Respect Assumptions

Inclusion Anti-Discrimination

RADAR MAP SINCE 2017

44,354+ YOUTHS IN SCHOOL

430 TEACHERS

166,959 RESIDENTS ACROSS THE PROVINCE
Through public workshops, presentations and awareness events in the community.

156 SCHOOLS
Anglophone district

4 WINNERS EACH YEAR FOR THE DIVERSITY ESSAY COMPETITION





- Further examination of any stereotypes students may have.
- Challenge their assumptions.
- We provide you with the tools to develop a better understanding of the value of our diverse Canadian society.



Elementary Schools
Middle Schools
High Schools

If you're interested in sponsoring this program and making Saint John a better and more inclusive community, kindly contact us at **donation@prudeinc.org**

FUNDED BY: IMMIGRATION NB

BRIDGING CULTURAL DIVERSITY *Workplace*

In this training, we highlight the importance of inclusiveness, communication, and teamwork in people's professional and personal lives. The training is especially helpful for managers and HR professionals who wish to be successful in this era of globalization by attracting and retaining talents from diverse cultural backgrounds. Having an open and inclusive work culture gives any organization a competitive advantage.

SINCE 2017



3,447+ PARTICIPANTS TRAINED

95+ WORKSHOPS/ SPEAKERS SERIES

72+ VOLUNTEERS GUEST SPEAKERS

60+ ORGANIZATIONS
Non profit and private organization

FUNDED BY: IMMIGRATION NB

ANTI-HATE PROJECT

The Anti-Hate Project was established to strengthen community relationships and address growing concerns surrounding hate, discrimination, and racism in New Brunswick. A key component of the project is its focus on building the capacity of individuals and organizations to recognize, understand, and respond to hate in meaningful and effective ways.

Through workshops, public education, outreach, and support initiatives, the project provides participants with practical tools to navigate and address harmful situations. These efforts foster a shared responsibility for creating respectful and inclusive communities.

Through ongoing community-based research, the Anti-Hate Project has identified significant and concerning trends. Notably, 44% of research participants reported experiencing or witnessing racism in their daily lives. This finding underscores the persistent and widespread nature of discriminatory behaviour in the region, highlighting the urgent need for targeted education and enhanced community support.

In response to these findings, the Anti-Hate Project is committed to increasing community understanding of these issues and developing long-term, sustainable solutions. To achieve systemic impact, the project focuses on:

- Expanding access to anti-hate education in schools, workplaces, and community organizations
- Supporting initiatives that foster intercultural dialogue and connection
- Strengthening collaboration with local and provincial partners
- Advocating for inclusive practices across community systems

By combining education, research, and meaningful partnership, the Anti-Hate Project aims to shift local culture, influence policy, and build a stronger, more inclusive Saint John.



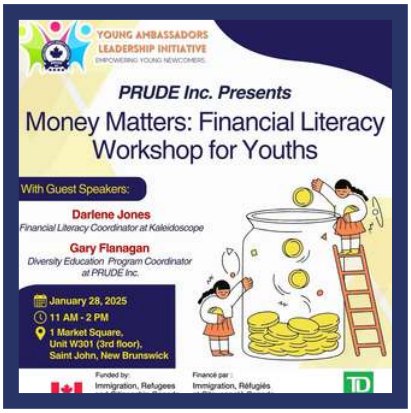




Funded by: Canadian Heritage Patrimoine canadien Canada

CONNECTING COMMUNITIES THROUGH OUR EVENTS



















CONNECTING COMMUNITIES THROUGH OUR EVENTS



















TESTIMONIALS

WHAT OUR CLIENTS SAY ABOUT US!

"I thoroughly enjoyed NWLP program at Prude Inc. It gave me an opportunity to communicate and empathise with a diverse and cross cultural cohort. I will cherish this experience for long time and will use the knowledge I gained on women leadership in my personal and professional life in Canada."

Dr Jyoti Patil, NWLP Graduate

"The YALI program transformed me both socially and academically. Through the program, I was able to chase more leadership opportunities. I started volunteering, in and outside of the program, finding different ways to make a meaningful impact in my community. I became better at communicating and passing ideas, I improved my active listening, and started looking at ideas from different perspectives. YALI shaped me into a more proactive and thoughtful leader and sent me on the path to find my 'Why'. Thank you, Coach Ogorchukwu."

Khalid, YALI Cohort 4 Graduate

TESTIMONIALS
WHAT OUR CLIENTS SAY ABOUT US!

"Living together in Canada, understanding these cultural nuances helps us relate to one another with more kindness and clarity. When you get to know me and where I come from, you also gain insight into my way of life — and it brings us one step closer to being a more connected and understanding community."

Celeste, Cultural Ambassador of India

"I am writing to thank you for the enriching sessions I have attended. They have had a meaningful impact on my English learning journey. Throughout the course, I had the opportunity to improve my communication skills and learn more about life in Canada. I discovered useful websites that supported both my job search and my English development. I also learned about the country's history, Indigenous communities, and cultural traditions. We explored interesting places to visit with family, such as national parks, museums, and festivals, as well as everyday activities that are part of Canadian life. These sessions made learning both enjoyable and practical, and I am truly grateful for the experience."

Toufik Ousmer, CTCW Client

PRUDE Inc. is a proud member of :

NEW BRUNSWICK MULTICULTURAL COUNCIL

CONSEIL MULTICULTUREL DU NOUVEAU-BRUNSWICK

SAINT JOHN REGION THE CHAMBER CHAMPIONS FOR BUSINESS

araisa

THANK YOU TO OUR COMMUNITY PARTNERS

















































THANK YOU TO OUR COMMUNITY PARTNERS



THANK YOU TO OUR FUNDERS

Immigration, Refugees and Citizenship Canada
Immigration, Réfugiés et Citoyenneté Canada

Women and Gender Equality Canada
Femmes et Égalité des genres Canada

Canadian Heritage
Patrimoine canadien

Canada

IMMIGRATION NB

New Nouveau Brunswick CANADA

OUR SUPPORTERS

SAINT JOHN

WORKING NB
TRAVAIL NB

RBC Foundation
Fondation

TD

TELUS
TELUS Friendly Future Foundation



CONNECT WITH US

Our office is open to clients from 8:30 am – 5:00 pm, Monday – Friday (excluding public holidays).

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