

**TERMS OF REFERENCE**  
**CCMW'S MY CANADA PROJECT**  
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**TITLE:** MUSLIM YOUTH CANADA OR MY CANADA PROJECT

**DURATION:** April 2009 - June 2011

**FUNDED BY:** Citizenship and Immigration Canada's Multiculturalism Program

With direct involvement of Muslim youth, financial support from the Government of Canada's Multiculturalism Program and under the direction of the Canadian Council of Muslim Women (CCMW), the purpose of the My Canada Project is to develop a coordinated strategy that will provide opportunities for Muslim youth to strengthen their Canadian Muslim identities and increase their participation in the civic life of their communities. The My Canada Project will not be delivering social services but rather educational materials and web tools that serve to open up new spaces for a particular kind of dialogue on what it means to be Canadian Muslims.

**STRUCTURE:**

There are 3 major stages of the project (which focus on but are not limited to the following activities):

**Stage 1:**

The project will begin with the creation of a steering committee of 9 members comprising youth, the partner organizations and the CCMW. This committee will lead the development and oversight of all elements of the project.

**Stage 2:**

To ensure that a collective and unified approach to working with other cultures and faiths will be used in the future stages of this project, a 2 day major Muslim youth "Strategic Planning Forum" in Toronto will be held that will bring together 100 Muslim youth and 70 CCMW chapter delegates from 12 different Canadian cities. The intention of this Forum will be the development of an internal work plan and a set of guidelines that will be used in the future stages of this project.

**Stage 3:**

The final major stage of the project will involve 17 inter-faith sessions or activities for youth to take place across Canada, led by the youth who attended the Forum along with regional partners. The partnerships with YOUCAN, the Afghan Women's Organization, and other partners will be initiated immediately after the Forum to help support the youth to develop and organize these sessions with

local CCMW chapters. YOUCAN already has a well developed training program to teach youth conflict resolution, peace building and inter-cultural dialogue. The 17 sessions will take place in the following places:

Vancouver - 1 session  
Calgary - 1 session  
Edmonton - 1 session  
Winnipeg - 1 session  
Windsor - 1 session  
London - 1 session  
Waterloo/Wellington - 1 session  
Niagara Region - 1 session  
Greater Toronto Area - 4 sessions  
Ottawa - 2 sessions  
Montreal - 2 sessions (1 of which will be in French)  
Atlantic Canada - 1 session

These sessions will take place in schools, community centers, or other civic institutions and will involve an estimated 20-30 inter-faith youth at each one, comprised of diverse backgrounds. The participants will be identified through publicity and marketing campaigns aimed at those youth who are considered "at-risk" (of detachment or alienation from other Canadians) but *not* specifically designed for *only* youth at-risk.

### **PROJECT OUTPUTS:**

1. 50 toolkits produced as a result of the Forum, will be provided for the youth in order to help them deliver the appropriate messages during the public sessions they will lead.
2. A web based media site will be developed by the youth on the already existing website of the CCMW as an aid in delivering messages that counter literalist and narrow views of Islam.
3. At the end of the project there will be a compendium of stories and experiences by Muslim youth about their identities and what helps them navigate and cope with some of the problems within Canadian society.
4. As a result of the steering committee meetings, a guidebook will be developed for the youth, establishing a proper work plan for the future stages of the project.
5. Included with the toolkit, participants will receive 50 videos (one per toolkit) produced as a result of the Forum that will act as a training guide to develop approaches and strategies to combat radicalization.

6. Throughout the evaluation process, surveys will be administered and delivered to all participants.

7. The strategic planning forum will include 100 youth participants, primarily from communities with a high concentration of Muslim youth at the secondary and post-secondary levels. The communities include Toronto, Winnipeg, Ottawa, Montreal, Calgary, Vancouver, Waterloo, London, Niagara, Windsor, Edmonton, and the Maritimes.

8. There will be 17 public sessions at educational institutions, held by the youth mentors (or “youth leaders”) who have attended the Strategic Planning Forum in Toronto. Leaders at the sessions will mainly include students, teachers, principals, but may also be attended by elected officials, and social service providers. Participants will include Muslim youth from the local community.

9. In order to involve youth from the beginning of the project a steering committee will be developed comprised of CCMW members, representatives of the partner organizations, and youth themselves between 16-25 years old. This committee will meet to discuss and develop a roadmap that will be used to guide every stage of this project.

### **Expected Project Outcomes (Results) and Indicators**

1. An increase in the civic participation of Muslim youth in Canada
2. Provide alternative ways for Muslim youth to find self-fulfillment
3. The participants will gain leadership skills
4. The participants will understand how to use the rule of law more effectively in Canada
5. The participants will learn new strategies to combat radicalization of Muslim youth
6. The participants will gain a greater understanding of the scope and breadth of the use of Web 2.0 and new media in use for and by Muslim youth to engage them in the educational, cultural, social, economic, and civic life of Canada.
7. Muslim youth will gain a sense of belonging and identification with Canada
8. Participants will develop stronger self-confidence, and more effective written and oral communication skills.

## Outline of Role & Activities of the Steering Committee

Led by the Project Coordinator and under the supervision of the Executive Director and the National Board of the CCMW, the My Canada Project Steering Committee (**MYCSC**) will:

- During the summer of 2009, **design the strategic planning forum** scheduled to take place in late October 2009, including identification of speakers and facilitators and determination of the strategic planning forum's target audiences, goals and activities.

The results of the forum include the following:

- (1) A forum report
  - (2) A more developed plan for a toolkit of resources for youth facilitators to explore Canadian Muslim identity and promote civic engagement
  - (3) A more developed plan for a video that will complement the toolkit
  - (4) An outline of a guidebook to guide the future stages of the project
  - (5) An initial pool of stories by Muslim youth sharing their experiences growing up in Canada
- **Develop a publicity and marketing strategy** in the summer of 2009 to draw youth to the strategic planning forum aimed especially at those youth who are already working with or interested in working with grassroots organizations who are most in need of support to develop their skills to serve others but also inclusive of youth who are considered "at-risk", i.e. of alienation from other Canadians.
  - During the summer of 2009, **use web-based tools** (e.g. Facebook, YouTube, Blogs, Twitter) to engage Muslim youth in identifying issues and strategies to be discussed at the strategic planning forum. *After* the forum, MYCSC members will help design web-based media on the existing CCMW website ([www.ccmw.com](http://www.ccmw.com)) to serve as an aid to deliver positive messages about Canadian Muslims that challenge current homogenous and other narrow views of Islam and Muslims.

- **Act as mentors for youth** who will be attending the strategic planning forum in October 2009 (~50 from across the country and a minimum of 50+ from the GTA). MYCSC members will provide guidance to these youth delegates when they deliver public sessions in their communities across Canada in 2010. A minimum of 17 sessions averaging 20-30 young participants (aged 16-25) will take place in the Greater Toronto Area, Ottawa, Montreal, Waterloo/Wellington, London, the Niagara Region, Windsor, Winnipeg, Calgary, Edmonton, and Vancouver.

## **Project Timeline**

Duration: **April 1, 2009 to March 31, 2011**

Strategic Planning Forum in Toronto: **October 30, 31 and November 1, 2009**

Minimum of 17 workshops led by youth delegates of the Strategic Planning Forum to take place in the delegate's local communities across Canada: **beginning September 2010**

## **Meetings**

The MYCSC will meet formally in person in Toronto:

Other meetings will take place as needed via *Skype* teleconferencing.

## **THE CANADIAN COUNCIL OF MUSLIM WOMEN (CCMW)**

CCMW is a national organization with chapters across the country. The national board works to further CCMW's vision and objectives countrywide, while local chapters are active in their communities. CCMW believes that Muslim women must develop their Muslim identity while being a part of and making a positive contribution to Canadian society, and that they must provide positive role models for Muslim youth.

The National Board includes:

Razia Jaffer, President (Calgary), Shaheen Ashraf (Montreal), Salima Ebrahim (Toronto), Saadia Gassim (Waterloo), Najet Hassan (London), Fauzya Talib (Ottawa), Nuzhat Jafri (Toronto), Solmaz Sahin (Niagara Falls), Alia Hogben, Executive Director

### **Guiding Principles of the CCMW (and the My Canada Project for youth)**

- We are guided by the Quranic message of God's mercy and justice, and of the equality of all persons, and that each person is directly answerable to God.
- We value a pluralistic society, and foster the goal of strength and diversity within a unifying vision and the values of Canada. Our identity of being Muslim women and of diverse ethnicity and race is integral to being Canadian.
- As Canadians, we abide by the Charter of Rights and Freedoms and the law of Canada.
- We believe in the universality of human rights, which means equality and social justice, with no restrictions or discrimination based on gender or race.
- We are vigilant in safeguarding and enhancing our identity and our rights to make informed choices amongst a variety of options.
- We acknowledge that CCMW is one voice amongst many who speak on behalf of Muslim women, and that there are others who may represent differing perspectives.
- We aim to be actively inclusive and accepting of diversity among ourselves, as Muslim women.