

# community engagement initiative report

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## the postcard project

created by  
**sarah roberts**

*Social Connectedness Fellow  
Samuel Centre for Social Connectedness  
<https://www.socialconnectedness.org/>  
Summer 2020*

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**SAMUEL CENTRE  
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CONNECTEDNESS**

## what was the project?

The Postcard Project was a **cross Canada storytelling initiative** that shared stories about forced migration to Canada and printed them on postcards alongside local artwork. The postcards were then distributed for free from public locations across the country. The mission of the project was to use storytelling postcards as a way to **educate** and **dispel myths** around forced migration, **reduce discrimination** and create a more welcoming Canada for all. The project was in partnership with **Common Threads**, an SCSC initiative, and served as a way to further their goal of creating a **positive narrative around forced migration**.

The project had a digital presence in the form of a website, which described the project in more detail and allowed for people to view stories of forced migration. Story collection also happened through the website, where the project received anecdotes from those that have been forced to migrate and those that have been directly affected by those that have been forced to migrate. Lastly, artists could apply to have their work featured on postcards and organizations could request to have postcards at their location on the website.



**500 postcards  
to 10 locations**

**600+ website  
views**

**1100+ people  
reached in 16  
countries**

## why was the project created?

This project was created with the accompanying research on refugee integration in second tier cities in Canada in mind. The research identified **discrimination** as a challenge faced by refugees in second tier cities and recommended **awareness and education** as a **method for positive change**. Thus, this project addressed this weakness by sharing stories that educate, dispel myths around forced migration and ultimately foster empathy to **create a more positive narrative around forced migration**. The project was completed over the months of June-August 2020.



The stories were printed on the back of postcards with two initial designs by Halifax based artists. Above, "In Community We Thrive" by Elyse Moir and to the right, "1979: A family's journey after the fall of Saigon" by Kumi Henden.

*Sarah was interviewed  
on CBC Yukon Morning  
about the project.*

[Listen Here](#)

*An article about the  
project was written on  
the SCSC website.*

[Read Here](#)