SOCIAL MEDIA TOOLKIT

Community Engagement Project

Questions? Email Mariana at nationaloffice@ucc.ca

The Community Engagement Project is being undertaken by the UCC Charitable and Educational Trust, with the support of the Temerty Foundation.

It consists of:

- A first-ever national survey of self-identified Ukrainian Canadians
- A comprehensive analysis of the results to be available in fall 2021
- Roundtable groups for more in-depth discussions

This first-ever national survey of Ukrainian Canadians will:

- **Address ongoing challenges in the community**
- **Create new opportunities**
- **Build engagement and participation**
- **Promote inclusion**

The perspectives of a broad spectrum of Ukrainian Canadians are important for us to keep growing as a thriving and engaged community.

Community Engagement Survey – At-a-glance facts

1

This is a survey of Canadians who self-identify as Ukrainian, Ukrainian Canadian, or as a Canadian with Ukrainian roots or descent. For the purposes of this survey, the term "Ukrainian Canadian" will encompass all these categories. Individuals who identify as "Ukrainian Canadian", are 18 years of age or older and reside in Canada are eligible to take the survey.

2

The survey focuses on what it means to be Ukrainian Canadian today—specifically, perceptions of identity and values, patterns of volunteerism and philanthropy, involvement in Ukrainian educational and artistic programs, affinity to Ukraine, feelings of connectedness to local Ukrainian communities, as well as exploring obstacles to connection and identifying motivating factors to increase involvement.

3

A copy of the self-administered online questionnaire will be posted on the UCC website at www.ucc.ca. (https://www.ucc.ca/what-makes-us-ukrainian-canadians-a-survey-of-values-beliefs-priorities-and-identity-2/)
The option of a telephone interview for those without internet access is available by calling the UCC toll-free number (1-866-942-4627) which will be answered by staff in our Winnipeg office.

4

The survey will be conducted between now and June 30, 2021 online and by telephone. The survey will be offered in English, French, and Ukrainian.

5

Each respondent who completes the survey will have an opportunity to enter a sweepstakes raffle for an iPad (first prize), a pre-paid card for $100 CAD (second prize) and 3 pre-paid cards for $50 CAD (third prize). More details will be provided to you after completion of the survey.

Thanks for your help!

Use our ready-to-go posts and images to share messages about the Community Engagement Survey

Access messages

Access graphics