

Linking Communities

The Ottawa Community Economic Development Network Newsletter
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COMMUNITY-DRIVEN DEVELOPMENT: CAPITALIZING ON OUR ASSETS

Act now!

On Friday, September 24, members of the Ottawa CED Network and the ABCD Network gathered to discuss a very important topic: “**Community-driven development: capitalizing on our assets.**”

The session was opened by Ethel Côté, who thanked everyone for being there and especially Lisa Jayne, who had organized the meeting. After Ken Hoffman, Chair of the Steering Committee of the Ottawa CED Network, made some opening remarks, the two co-facilitators, Ethel Côté and Dal Brodhead in turn presented the agenda and objectives of the meeting. Rupert Downing, Executive Director of the Canadian CED Network (CCEDNet) gave a short presentation on “**The CED Movement in Canada: Trends, challenges & new opportunities.**” After giving a brief overview of the Canadian CED Network and the current state of CED in Canada, Rupert outlined the Federal government's social economy initiative which will have a budget of \$160 million over 5 years. CCEDNet joined efforts with the Chantier Sociale in Quebec to lobby Federal Government to shape this initiative.

The funds are allocated in 3 areas:

Capacity Building – targeted pilot project supporting strategic planning and capacity building of community economic development organizations. Allocations will be made this year. In Ontario, Industry Canada will deliver. (\$47 million to groups across the country.)

Financing – initiatives to increase access to loan financing and patient capital (\$100 million over 5 years)

Research – through the Community-University Research Alliance of the Social Sciences and Humanities Research Council (\$15 million over 5 years). It will be important to produce / demonstrate results.

A fourth piece of the initiative without any money attached will open existing federal programs to CED/social economy initiatives i.e. business development funds. This will open up whole spectrum of government funding programs to social outcomes.

CCEDNet has asked Industry Canada to consult with Ontario groups. There is an emerging Ontario-wide network of CED groups that is co-ordinated by Monique Beaudoin.

The take home message of Rupert's talk: **Act now!** To be part of the agenda in Ottawa we

Peer-to-peer learning
through the Ottawa CED
Network is a great way to
share ideas, experiences
and successes.



must develop a collaborative strategy. We must get local groups together to decide how to use the money locally, how to use it wisely and well.

This led to an opportunity for everyone to introduce themselves and to provide a key word that captured their expectations for the day's meeting. A glossary containing some 40 entries was created. Words such as "**commitment**", "**move forward**", "**change**", "**action**", and "**solidarity**", to name a few, demonstrated that participants were eager to learn more about each other and the potential of strengthening CED sector capacity in Ottawa.

The discussion then shifted to the following issues:

"Are we sharing a common vision regarding CED in Ottawa? Do we want to work together to improve and reinforce the capacity and resources of the CED sector in Ottawa? Do we want to do business differently, based on the opportunities that come along? What are the next steps?"

Through the discussion we identified possible opportunities, actions and strategies for building on the work already being done to broaden and build local capacities.

Groups were then set up on a volunteer basis, one for each of the identified core action areas and strategies:

- The **ABCD/CED team** will explore how to integrate the ABCD and CED networks and develop strategies to increase membership.

- The **Asset/ Equity /Infrastructure team** will explore how to leverage existing assets (i.e. buildings) to help finance new social enterprises and affordable housing. This will involve examining how local CHC's which own their own buildings, can potentially leverage their equity for community development purposes, such as affordable housing. The team will also explore how to further develop an infrastructure that can support CED enterprises and will develop strategies to reduce barriers to asset growth such as asset-limits.

- The **CED Sector Strategic Development team** will develop a strategy to increase the capacity of the Ottawa CED sector based on grassroots' needs. They will endeavour to secure new resources for the Ottawa CED sector. They will write proposals and take on other activities to represent and promote the CED sector to key policy stakeholders such as the Federal government, and municipal staff (Ottawa 2020 Strategic Plan.)

- The **Grassroots team** will organize meetings with CED sector groups to identify their needs for resources and support and to identify the diversity of experiences, knowledge and capacities of the CED sector

- The **Research team** will identify ways to link the two universities and two colleges, as well as the Social Planning Council (SPC) in a "CED Research Network" that will focus on "best practices", develop the research capacity of the sector, and document what's going on in the CED sector in Ottawa

Each group is responsible for following up and liaising with the various actors of the CED network. Almost all participants committed to participating in a part of the Action Plan.

The meeting concluded with each participant describing how he/she felt about the day. Words such as "**positive**", "**united**", and "**visionary**" indicated that participants were unanimous in the expression of their satisfaction with the organization and results of the meeting. Other words such as "**challenge**" and "**optimistic**" reflected participants' resolve to work together knowing that the road ahead will not be an easy one.

If you would like to join one of the action teams or would like additional information about the meeting, contact Lisa Jayne at (613) 236-9300, ext. 304, or by e-mail at cednet@spcottawa.on.ca.

For more information about the Ontario CED Network go to: http://www.ccednet-rcdec.ca/en/pages/resources_1.a.sp#5.Ontario or contact Monique Beaudoin, Ontario Regional Coordinator at (705) 671-9983, or mbeaudoin@ccednet-rcdec.ca

It should also be noted that during the health break, a delicious vegetarian snack was served by People Firstⁱ and that a light lunch was provided by Beldajia Cooperative, a CIFODE initiative (Centre for Integration, Training and Economic Development).ⁱⁱⁱ

◆
— *Contributed by Marie Goretti and Amanda Shaughnessy*

RESO: TRANSFORMED BY COMMUNITY ECONOMIC DEVELOPMENT

Community revival in Southwest Montreal

Called the "poverty capital of Canada" in the 1980s, the Southwest part of Montreal is currently undergoing an exceptional shake-up and revival thanks to community development initiatives. The first community development effort was the Point Saint Charles Economic Program (PEP). At about the same time, several other similar initiatives were beginning. Each initiative had one goal: economic recovery after an industrial decline and depopulation in an urban setting. In 1989, an economic and social coalition called *Regroupement économique et social du Sud-Ouest* (RESO) took over from PEP.

"Ingredients for success"

Citizen Engagement The RESO project is steered by an organization that belongs to the community. *The members of the Board of Directors come from all layers of the community: the business world, community agencies, and unions. Engage the citizens of Southwest Montreal.*

Collaboration: the key to progress

RESO is not the only organization responsible for the Southwest's accomplishments. They are the result of concerted efforts by many private, public, and community partners.

A global, integrated approach

RESO uses a diversified, global, integrated approach that comes to grips with multiple issues: the development of businesses and jobs, training of the workforce, land and infrastructure development, quality of life, housing, culture, availability of

services, education and youth involvement, etc.

The social-economic interface

To create jobs, it was necessary to stabilize the industrial base, and then establish income security for workers with low levels of schooling by means of professional training.

"The Southwest today features more economic players who are aware of their social responsibilities and more social players conscious of their economic role."



— Contributed by Marie Goretti ⁱⁱⁱ

BECOME A MEMBER OF THE OTTAWA CED NETWORK

Join an ever-growing network of people who believe that there is a place for people with low-incomes, people with disabilities, people with mental health issues, First Nation peoples, youth and other people struggling with poverty and social and economic isolation.

CED depends on people sharing a range of hard and soft skills, capable and enterprising agencies, longer time-lines for implementation, coordination among several programs, funders who support community capacity building and cooperation between the public, private and community sectors.

BENEFITS OF MEMBERSHIP

- *Access to information, expertise and resources about community economic development;*
- *Opportunities for CED organizations and individuals to network and partner through community meetings and symposiums;*
- *Opportunities to share news, events, projects and employment opportunities, through the list-serve*

Register to become a member of the network at:

[http://www.ced-dec-ott.net/
english/membership_eng.html](http://www.ced-dec-ott.net/english/membership_eng.html)

*or contact Lisa Jayne at: 613.236.9300,
ext. 304; cednet@spcottawa.on.ca*

2004 OHCC CONFERENCE

Inspiring Change: Creating Healthy Communities from the Ground Up.

Community leaders, both professional and volunteer, gathered in Perth from September 23-25 for a conference hosted by Ontario Healthy Communities Coalition (OHCC). The program featured keynote speakers, workshops and other activities. Friday's keynote speaker, Sherri Torjman, Vice President of the Caledon Institute of Social Policy, spoke about Comprehensive Community Initiatives (CCI's). CCIs are neighbourhood-based efforts that seek improved outcomes for individuals and families and neighbourhood conditions by working comprehensively across social, economic and physical sectors. On Saturday, Maureen Geddes, Founder and President of CANGRAM International Inc., spoke on the topic of "Diverse & Inclusive Communities". The conference offered sixteen concurrent sessions which covered a range of topics including community art projects, environmental projects and peer support programs. Two sessions highlighted CED. David Sherwood discussed CED in a small francophone town. He shared the Ste. Anne de Prescott story of community mobilization that moved from a response to crisis (loss of their local Caisse populaire) to a movement of positive social and economic change. Myriam Gbehi-Guzman shared her experience of working on CED projects in a cross-cultural context. Myriam passionately believes that "if you empower women, you empower the family," and has worked closely with women who are new to Canada.

The conference was a great opportunity to hear success stories, view informational displays, meet new people and join in a number of activities.

OHCC will be co-hosting the 2005 National CED and Social Economy Conference with Algoma University College and the Canadian CED Network, which will take place on May 4th-7th, 2005 in Sault. Ste. Marie.



— article contributed by Lisa Jayne ^{iv}

VISIBLE MINORITIES FACE SYSTEMIC BARRIERS TO EMPLOYMENT

Conference Board's briefing highlights challenges faced by immigrant visible minorities.



The **Conference Board** of Canada has recently released a briefing document that assesses the employment climate for visible minorities. Its conclusion? Immigrant visible minorities are still facing daunting barriers to achieving career success. Is anyone surprised?

The briefing, *The Voices of Visible Minorities: Speaking Out on Breaking Down Barriers*, summarizes seven focus group discussions with successful immigrant and Canadian-born managers and professionals. Participants outlined a number of occasions where they lost career advancement opportunities because of their accent or because their work experience or credentials were not recognized. According to focus-group participants, organizations use terms like "lack of fit" to exclude talented visible

minorities from senior positions. Many immigrants felt that even speaking with an accent gave employers an excuse to screen them out of job competitions.

"Racism is not something readily discernible by the senses: you cannot see it, hear it, smell it, or touch it, but it does exist. It is subtle, invisible and ethereal," states Senator Donald Oliver. Senator Oliver is the champion for the Conference Board's program of research and education to help organizations maximize the talents of visible minorities.

"If Canada needs cab drivers, then Canada should get cab drivers, not professionals"
Focus Group Participant

Canada's failure to fully recognize foreign credentials and work experience prevents many talented immigrants from working in their fields—even in professions where labour shortages already exist. These restrictions are particularly frustrating for newcomers classed as skilled immigrants. "If Canada needs cab drivers, then Canada should get cab drivers, not professionals," said one participant.

"These are examples of systemic barriers," said Prem Benimadhu, Vice-President, Organizational Performance at the Conference Board.

Tips for success

Focus group participants described a number of strategies they used to achieve success. Their words of advice to visible minorities and new immigrants:

...for those looking for work

- Become proficient in Canada's official languages and do your best to adapt to Canadian cultural norms
- Take charge of your career by researching potential employers,

continuously improve your interview skills

- Use networking and mentoring opportunities inside and outside the workplace
- Foster a "can-do" attitude and be open to opportunities to demonstrate your skills

Many of the participants made a conscious effort to take any job, while they continued to apply for work more in line with their credentials. Many also obtained credentials from Canadian educational institutions.

...for organizations

Participants also had some advice for organizations:

- Encourage senior managers to set an example for behaviours that promote inclusiveness
- Hold managers and leaders accountable for respecting and enforcing diversity policies and diversity objectives
- Provide incentives or penalties related to diversity performance objectives
- Ensure that everyone in the organization has career development opportunities
- Provide diversity training for all employees, including visible minorities and immigrants

Participants indicated that diversity training for all employees is an important contributor to organizational success.

"Employers can signal that they offer a welcoming environment to visible minorities by having strong representation of diverse people at all levels," states Benimadhu.

"Participants viewed supportive managers as critical to their success. Those who believed that employers and managers were fair were less likely to perceive other barriers to advancement."

Canada has a large and growing population of visible minorities, with many skills and talents to offer.

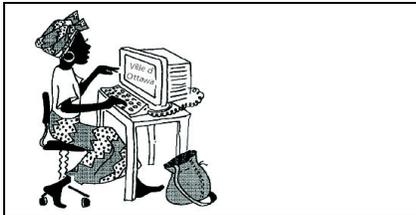
"Organizations that allow barriers to remain will lose access to this growing talent pool. Immigration will provide all of Canada's labour force growth by 2011, and three-quarters

of immigrants are visible minorities," says Benimadhu. Recognizing and capitalizing on the skills and talents of visible minorities has become business-critical.



— *Contributed by Lisa Jayne, based on a Conference Board news release v*

BID COMPUTER INC



Launched in April 2003, BID is a company that sells and repairs computers and provides training in computer use. Software installation and upgrades, server configuration and network cabling are also part of the services they offer.

The name BID comes from the initials of the three young founders of the company. They decided to combine their efforts to combat the difficulties they faced trying to enter the formal work force. They believed that they could fight the misery of living in poverty by pooling their skills and experience. They combined their efforts so that they would be more successful than going it alone.

Accordingly, they offer training and coaching for people who want to hone their computer skills to be better positioned within the work force. BID would like to continue offering its computer training services, but it needs a helping hand. Without some help, they will be obliged to close their classroom because of the high cost of rent and equipment.

BID works in partnership with many other agencies, for which they design and produce business cards and advertising and set up Web sites.

For more information about BID Computer Inc. or to inquire about their services, contact Michel at: 1376 Bank Street, Suite 408 Tel. (613) 321-2202 E-mail: info@bidcomputers.com Web site: www.bidcomputers.com



— *Contributed by Marie Goretti, with information from Michel*

FADEPAS COOPERATIVE

A bridge between generations

The FADEPAS cooperative (*Foyer d'Accueil Des Enfants et des Personnes Agées Somaliens*) is a non-profit organization. Its goal is to build bridges among the generations of the Somalian community. The cooperative has already organized activities allowing children and seniors to get to know each other. On June 21 a forum was held for seniors to raise their awareness of their role and to discuss their needs. A picnic on August 14 featured basketball games, a quiz on Somalian culture, competition racing, and facepainting for children. The highlight was the awards ceremony to celebrate the winners.

This is already quite a bit for an organization still finding itself and able to count only on the meagre resources of its staff. Even so, its mission is clearly written out at its Web site (in French):

www.fadepas.ca/mission.html

Mission Statement

FADEPAS endeavours to enable Somalian youth to interact with Somalian seniors and stay rooted in their cultural identity.

Vision

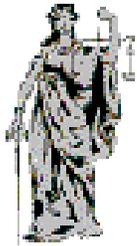
FADEPAS believes that the seniors of our community are aware of their needs and are able to share their life experience. Seniors are important sources of cultural heritage (language, art, history...) and deserve our respect.

“Our community has the responsibility of caring for seniors and endeavouring to facilitate their day-to-day lives. It is also our duty to create opportunities for our young people to take advantage of everything our seniors can offer them. We want to make every possible resource available to our youth so they can be assured of their own identity yet be open to the multicultural realities.” For additional information contact Faduma H. Dauud at (613) 232-8668 or by e-mail:

faduma.daaauud@fadepas.ca

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— Contributed by Marie Goretti with information from Faduma Dauud

CANADIAN OFFICE OF HUMAN RIGHTS



Founded in 1968, the Canadian Office of Human Rights defines itself as “a charitable organization” whose main mission is:

- To help individuals like former inmates who have problems with the law.
- To be their advocate before social services, landlords, employers, municipal, provincial and federal decision-makers, politicians and others who can help them overcome the obstacles to their social reintegration.

Vision

The team of the Canadian Office of Human Rights sincerely believes that **genuine reintegration comes with having a job** and the autonomy this affords.

With 35 years of experience in social reintegration they can honestly say that “the ones who make it are the ones who find a job they like.” With a job comes self-esteem, as the workers can be financially independent and build a social network to replace the one lost with their incarceration. The ones who find themselves alone, without help from anyone, become stigmatized in the community and soon return to a life of crime in order to survive. It was in helping former inmates learn a trade enabling them to land a job that the Office created the furniture recycling shop.

The City Workshop

At the workshop, furniture that has been collected from just about everywhere across the city is repaired, stripped, repainted, restuffed, in short, restored and put up for sale. Customers can also bring in furniture for repair or recovering. Sales income is used first to defray the workshop’s operating costs. The remainder goes to the beneficiaries to facilitate their transportation and pay administrative fees. Unsold furniture items are kept in their store called “Les meubles Gentilhomme”, Gentleman Furniture.

GENTLEMAN FURNITURE



A worthy example to follow

You have to see it to believe it! From the dust-filled workshop where hundreds of old pieces of furniture are stacked up and surrounded by the sounds of hammering and sawing, one goes to a showroom filled with an assortment of beautiful furniture. True works of art: Victorian-era hardwood dressers, desks of every kind and size, chairs, dining tables, rockers for babies, and the list goes on. Although the scant space does not allow for properly presenting the furniture, the community can be proud of the team at the City Workshop, whose workers are often hired by companies such as ASBEX and RJW Stonemasons. It should be noted that the Canadian Office of Human Rights is staffed by volunteers and is run by a capable Board of Directors whose members come from all the trades and seem to work as a “constellation revolving around Gaston Nicolas, the heart and soul of the enterprise.” Executive Director of the company, Nicolas is seen by his peers as being a good motivator. The company would like to increase the number of its walk-in customers so it can continue its struggle against crime. “Good intentions are only the beginning; the funds allocated for community development, especially for crime prevention, must be put to use where the action is and not be spent on more round tables.”

For more information, contact Canadian Office of Human Rights, 9 Bayview Rd., Suite C
Tel.: (613) 594-9466

◆
— Contributed by Marie Goretti

AMI JEUNESSE COOPERATIVE

A godsend for school-children



With a heart of gold and with integrity, the cooperative Ami Jeunesse is one of those rare organizations that consults its clientele before setting its priorities. The cooperative invites its clients to meetings where they can voice their opinions on the quality of services and changes or improvements that they would like to see. On par with the cooperative's partners, the clientele are also kept informed of fundraising activities, coming events, and details on expenses, including the amounts. Here is how Ami Jeunesse described itself in its May 2004 newsletter:

Mission

The mission of the Ami Jeunesse cooperative is to help reduce poverty and its effects on Francophone children and teenagers in and around Ottawa and to build partnerships with various businesses and organizations.

Vision

Children are the mainstream of the Ami Jeunesse cooperative, which provides services adopted to clients' needs.

Operation School Bag

What is Operation School Bag? Seven times now, *Saint Nicholas*ⁱ has visited families in Ottawa! However, instead of bringing candies in little shoes, he brought school bags full of school supplies, relieving some of the return-to-school nightmares experienced by low-income families. Based on its calculations, the cooperative figured 1517 school bags could be given away to Francophone students in grades 1 to 12 from low-income families in the Ottawa area, Linking Communities

but with each passing day more children from this clientele came forward. In the end, 1771 children took advantage of Operation School Bag, many more than were expected. Does this mean the number of families in need is skyrocketing? Are the numbers of unemployed people and beneficiaries of social assistance growing in the City of Ottawa? As was aptly noted in Ami Jeunesse's May newsletter, "*the numbers don't lie!*" The cooperative's statistics are shown in the following table:

Statistics			
Year	Children	Families	Sectors
1998	180	75	West
1999	475	173	East-West
2000	945	307	East-West
2001	1775	599	East-West-South
2002	2215	788	East-West-South
2003	2316	915	East-West-South

Operation School Bag is one of the four main outreach projects of the Ami Jeunesse cooperative. The other three are:

- **Operation Nutrition** is a program that provides families in need with a box of fruits and vegetables valued at \$10 to \$15. Ami Jeunesse adds to this a box containing bread, cheese, yogurt and milk so these families can prepare nutritional lunches for their school children. Families expecting a newborn are also given powdered milk and baby food.
- **Operation Christmas Share** is a program that provides a Christmas basket and gifts to the children and teenagers of low-income families.

- **Operation Clothing and Furniture:**

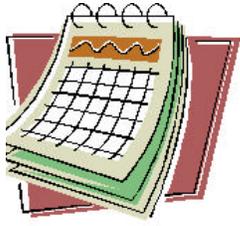
the Ami Jeunesse cooperative runs a store called *La chaîne de l'amitié*. Every spring and fall, it provides clothing for the babies of families in need. Since the cooperative has no place to store furniture, families who need items register and, as soon as the cooperative receives an item of furniture, it delivers it to the family.

On September 9, 2004, 187 new families were added to the client roster of Ami Jeunesse. According to Jérôme Tremblay, Executive Director of the cooperative, new families are being registered every day. Typically they are families with a teenager who has not yet been given a dictionary and a grammar book. Is the money pouring into Saint Nicolas' purse as fast as the client list is growing?

Ami Jeunesse has understood from the beginning and still believes that community development begins with the foundation, namely with the youth who will become the world of tomorrow. And the cooperative owes its success to its Board of Directors, staff and 6351 volunteers. It also counts on the support of Connexion Emploi, the Trillium Foundation and many other sponsors and partners.

For additional information, contact Anissa Houssein at (613) 820-3073 or amijeunesse@bellnet.ca, or visit the cooperative's web site at www.ncf.ca/amijeunesse

- ◆ — Contributed by Marie Goretti with information from Florence Kinzunga, Ami Jeunesse



CALENDAR OF EVENTS

KEEP INFORMED OF OTTAWA CED NETWORK ACTIVITIES!

November

November 15-17, 2004

Canadian Conference on Social Enterprise
Marriott Eaton Centre, Toronto

- Meet non-profit organizations that have started revenue-generating enterprises to achieve their social objective

- Learn about different social enterprise strategies such as earned income or employment creation

Fees after October 22: \$525 full fee, \$425 non-profit organization etc.

Subsidies are available.

Information: www.socialentreprise.ca, 1-877-809-9997 (tel.), conference@socialentreprise.ca (email)

ABOUT THE OTTAWA CED NETWORK

The Ottawa CED Network is a not-for-profit initiative designed to foster community economic development within the Ottawa area. As a project of the Ottawa Social Planning Council funded by the City of Ottawa and the Trillium Foundation, the Network exists to:

- Raise awareness of CED in Ottawa at large and have CED incorporated into policy
- Gather information about sector needs to support parties managing current and future CED initiatives
- Provide networking opportunities for CED practitioners working on similar projects
- Facilitate technical assistance (accounting, administration, business and strategic planning, IT, PR, etc.) for Ottawa CED ventures

The Network seeks volunteers with professional experience, persons running or interested in running a social enterprise and donors.

Contact: Lisa Jayne, Coordinator, Ottawa CED Network

Telephone: 613.236.9300 x.304

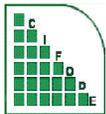
E-mail: cednet@spcottawa.on.ca

Fax: 613.236-7060

Web: www.ced-dec-ott.net

NEXT ISSUE

If you have a business partner that you would like to recognize, or if you would like to contribute an article, resource review, CED venture profile, or advertise a venture or event, contact Lisa Jayne: 613. 236-9300 ext.304 or cednet@spcottawa.on.ca.



Publication of this issue has been sponsored by CIFODE: www.cifode.ca.

NOTES from articles

i To obtain a menu from People First contact Sue Evans at (613) 726-1418 or e1v2a3n4@magma.ca

ii CIFODE (Centre d'Intégration de Formation et de Développement) - to obtain a menu from Beldajia Cooperative contact Fedora at (613) 569-2456, or at info@cifode.ca.

iii Précis of the article "Transformed by community economic development Southwest Montréal now has a future as well as a past", from Making Waves Vol. 15 No. 1, pp 23- 28

iv Portions of this article are taken from the newsletter of the Ontario Healthy Communities Coalition, "Inspiring Change: 2004 OHCC Conference" by Lorna Heidenheim (2004).

<http://www.healthycommunities.on.ca/publications/newsletter/index.html>

v The September 9, 2004, bulletin of the Conference Board, entitled "Visible Minorities Face Subtle Impediments to Career Advancement"

(http://www.conferenceboard.ca/press/2004/visible_m_inority_advancement.asp) and the Bente Baklid fact sheet entitled "The Voices of Visible Minorities: Speaking Out on Breaking Down Barriers", published on September 9, 2004 (<http://www.conferenceboard.ca/documents.asp?next=781>)

vi St. Nicolas is considered the patron saint of school children. In Europe Saint Nicolas is still celebrated for rewarding good school children. He is still accompanied by a bogeyman who punishes little imps.