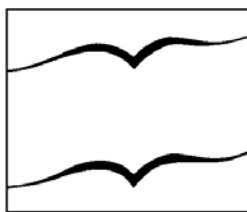
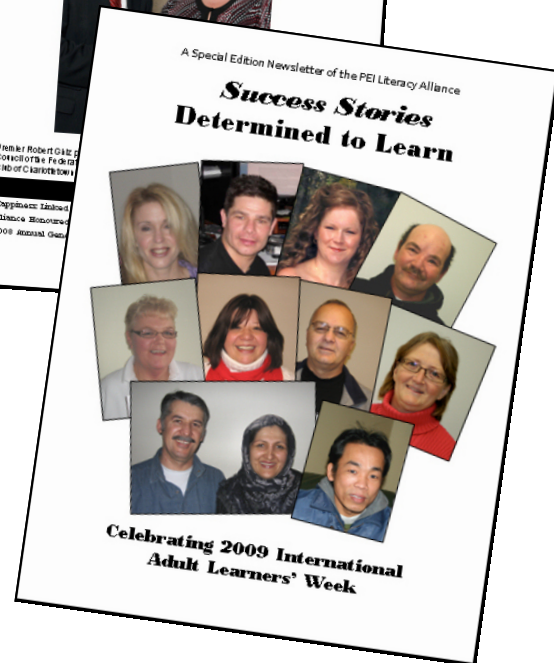


# 2008-2009 Annual Report



PEI  
Literacy  
Alliance

Literacy for All — Learning for Life

## 2008 - 2009 Annual Report

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**Annual Meeting Agenda  
Tuesday, September 8, 2009  
6:30 pm  
Gulnare Room, Delta Hotel**

**Business Meeting**

Welcome – Angela Larter, Chair

Auditor's Report – Rachael Mella, Bradley Shea Handrahan  
Chartered Accountants

Treasurer's Report – Joey Seaman

Review of Minutes of the 2008 AGM

Chairperson's Report – Angela Larter

Executive Director's Report – Catherine O'Bryan

Vote on Bylaw Changes

Nominations Report – Angela Larter

Election

Introduction of the new Board members

**Awards Ceremony**

Barbara Macnutt, Manager of Literacy Initiatives Secretariat,  
Department of Innovation and Advanced Learning.

**Feature Presentation**

Robert Seymour Wright, Executive Director, Child and Youth  
Strategy, Government of Nova Scotia.

Mr. Wright will speak about low literacy and the links to crime,  
health and injury.

# Minutes of the 2008 Annual General Meeting

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**September 8, 2008, 6:30 pm, Valiant Room, Delta Hotel, Charlottetown**

*In attendance:*

Marilyn Balderston	PEI Council of People with Disabilities
Richard Brown	Minister of Innovation and Advanced Learning
Mary Burke	PEI Volunteers for Literacy
Karen Chandler	Trade Essentials
Sonya Corrigan	Early Childhood Development Association
Jude Driscoll	
Kathleen Eaton	Provincial Library Service
Benjamin Elwood	GED Award Winner
Norman Finlayson	PEI Literacy Alliance
Jinny Greaves	PEI Literacy Alliance
Phyllis Horne	PEI Teachers' Federation
Lori Johnston	Department of Education
Linda Keel-Hale	Department of Education
Angela Larter	UPEI
Paula LeBlanc	Workplace Learning PEI
Peggy Logan	Department of Social Services and Seniors
Wendy MacDonald	PEI Home and School Federation
Barbara Macnutt	Literacy Initiatives Secretariat
Rachael Mella	Bradley Shea Handrahan Chartered Accountants
Catherine O'Bryan	PEI Literacy Alliance
Audrey Penner	Holland College
Blair Penney	PEI Federation of Labour
Joey Seaman	PEI Association for Newcomers
Anne Smith	
Carrie St. Jean	PEI Teachers' Federation
Marion Stordy	Guest speaker
Natalie Worthen	Holland College
Julia Wright	PEI Council of People with Disabilities

## Welcome

Chair Angela Larter thanked everyone for coming and recognized special guests Richard Brown, Minister of Innovation and Advanced Learning, and Marian Stordy, our guest speaker.

Minister Brown brought greetings from Premier Ghiz. He congratulated the Alliance on winning the Council of the Federation Literacy Award. He talked about the need for a skilled workforce, and the importance of literacy, education and training. He said the province is committed to working with the Alliance.

## Treasurer's Report

Karen Chandler read Dianne Smith's report, and asked for its acceptance.

*Audrey Penner moved acceptance of the report and Linda Keel-Hale seconded.*

Motion carried.

## Auditor's Report

Angela introduced our auditor Rachael Mella of Bradley Shea Handrahan who briefly reviewed items from the financial reports. She said the Alliance is on strong financial footing.

*Angela Larter moved acceptance of the report and Carrie St. Jean seconded.*

Motion carried.

*Angela moved that Bradley Shea Handrahan be retained as our auditors for next year and Kathleen Eaton seconded.*

Motion carried.

## 2007 AGM Minutes Review

Angela reviewed the minutes of last year's meeting, and asked for acceptance of the minutes.

*Barbara Macnutt moved acceptance of the minutes and Audrey Penner seconded.*

Motion carried.

## Chairperson's Report

Angela summarised her report. She spoke about moving literacy forward and the expanding interests of the Alliance. She asked for acceptance of the report.

*Karen Chandler moved acceptance of the report and Lori Johnston seconded.*

Motion carried.

*Continued from page 5*

### **Executive Director's Report**

Catherine O'Bryan reviewed highlights from her 2007-2008 report. She also mentioned:

- the Raise-a-Reader campaign, which will run again on September 24, 2008
- the Summer Tutoring Program for Kids
- the “Teaching Math to Adults” workshop
- our plain language editing service and workshops
- the Family Literacy Day celebration at the Confederation Centre Art Gallery
- our Literacy Blog on the internet
- the bursary and scholarship programs
- thanks to the board and staff

*Catherine moved acceptance of her report and Lori Johnston seconded.*  
Motion carried.

### **Nominations Report and Election of Board**

Angela Larter welcomed returning board members for the 2008-2009 year. Wendy MacDonald and Sonya Corrigan have re-offered for a second two-year term. Kathleen Eaton and Wendy Shilton will return for the second year of their two-year terms. Angela has offered to stay on as chair for another term.

These board members are retiring after two two-year terms:

Audrey Penner  
Dianne Smith

Carrie St. Jean  
Karen Chandler

Angela thanked them for their work on behalf of the Alliance over the past four years and presented each of them with a gift.

These people have been nominated by member organizations to our board:

Lori Johnston, Workplace Learning PEI  
Peter Love, PEI Teacher's Federation  
Joey Seaman, PEI Association for Newcomers to Canada  
Natalie Worthen, Holland College

Angela asked three times if there were any nominations from the floor. There were no further nominations. She welcomed the nominees to the Alliance board.

### **Award Presentation – Benjamin Elwood and Katie Kurylyk**

Barbara Macnutt congratulated Benjamin Elwood for achieving the highest GED score in PEI during the last year. She read a congratulatory letter from Sylvia Robinson of the Washington DC GED office. Katie Kurylyk tied the high score but could not be with us tonight.

Minister Richard Brown congratulated Benjamin and presented him with a plaque.

### **Guest Speaker – Marian Stordy**

Angela introduced our speaker who gave highlights from her study: "Exposing Regimes of Truth in ADHD: The Ancient Mariner Speaks" She discussed the experiences of her son and grandson in the school system. They had similar personalities and temperaments, but her grandson was labelled with ADHD and had a very negative school experience.

Angela Larter thanked Marian and presented her with a gift.

Angela adjourned the meeting and invited people to stay for refreshments.

## *Report from the Chair*

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It's been another busy year for the Alliance. Somehow I have found each one more rewarding than the last.

While we have had many highlights, interacting with the membership and community always comes to the forefront. A great deal of hard work and activity happens "behind the scenes" to advance literacy.

To our board members, some of whom are finishing their last term - thank you for your service, enthusiasm and unique contributions.

To our new members, welcome. We trust you will enjoy our meetings, sharing ideas and participating in activities.

We contracted Nishka Smith to conduct an organizational review of the Alliance as part of our funding agreement with the federal government Office of Literacy and Essential Skills. This will ensure we are using our financial and human resources in the best way possible to meet our goals. This process is already proving to be valuable and rewarding.

As a result of our contract with the federal government and our efforts to find new projects, the Alliance is in a more secure financial position than a year ago.

Our staff worked with the Sound of Music, Raise-a-Reader campaign, PGI Golf Tournament for Literacy and plain language services to generate unrestricted funds to accomplish much for the Alliance, our members, and community. We set higher goals each year, and always



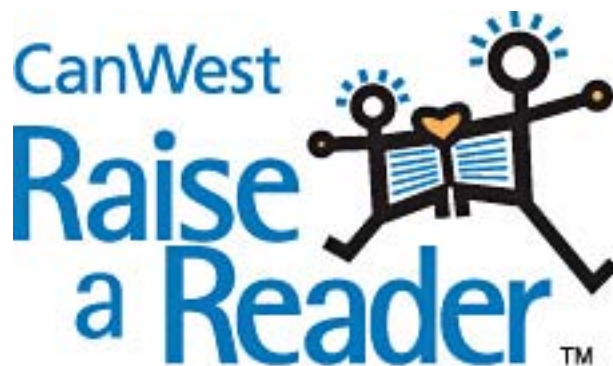
As my term ends, I would like to thank our member organizations, fellow board directors, and especially Catherine, Norm and Jinny. It has been such a pleasure working with all of you.

I share the belief that reducing barriers and creating opportunities for Islanders to improve their own literacy has a far-reaching effect on not only individuals, but families, communities and the prosperity of our province as a whole.

Best wishes for the future,

*Angela Larter*

*Many thanks to the Guardian and Journal Pioneer for organizing the Raise-a-Reader campaign in PEI.*



*Support Raise-a-Reader this year on  
September 23.*

## *Executive Director's Report*

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The job of the executive director is to determine how to work toward the outcomes or “ENDS” as defined by the Board of Directors.

The Board makes the ENDS statements and adds any elaboration to them. The Executive Director decides how best to use the financial and human resources available to complete the work towards the designated outcomes.

Here are some of the activities which helped achieve these ENDS in 2008-09.

### **END A**

*Gaps and overlaps in literacy services to adult learners and their families will be decreased.*

1. Organizations with an interest in literacy will share information about trends, issues and successes.

In order to share information we:

- held our semi-annual meeting in March and our annual meeting in September
- participated in the Raise-a-Reader campaign
- attended Board meetings in Ottawa with the Movement for Canadian Literacy
- attended an “Accountability” conference in Montreal.
- attended an education research forum
- attended an aboriginal outreach meeting
- attended a Board meeting for Adult and Community Education at Holland College

## **END B**

*Barriers to people with low literacy levels will be reduced.*

1. Adult learners will know how to access opportunities for learning.
2. People's learning needs will be properly identified.
3. Islanders will be able to use the printed material commonly found in the home, at work and in the community.

In order to reduce barriers some of the things we did were:

- sponsored the Summer Tutoring Program for Kids
- hosted a presentation by health literacy expert Eunice Abaga
- presented three plain language workshops to health professionals
- reviewed the Wait Times website
- completed a plain language edit of "Buffer Zones"

## **END C**

*Islanders will be actively engaged in building their literacy and learning skills for the benefit of their economic, cultural, political, social and personal aspects of life.*

1. Policy-makers will know the costs of low literacy in all aspects of Island life.
2. Non-member organizations and businesses will recognize the implications and costs of low literacy.

To inform policy makers, businesses and non-member organizations we:

- worked on the program committee for the Atlantic Summer Institute on Healthy and Safe Communities
- presented a Family Literacy Day event at the Confederation Centre Art Gallery
- worked on the "Between the Lines" project with UPEI Faculty of Education

- presented a Family Literacy Forum
- held regular meeting with our provincial contact
- gave a donation to the Charlottetown Rotary Literacy Foundation
- attended the Biz to Biz Expo

## **END D**

*Literacy will be valued and celebrated across PEI.*

Families will know about the value of literacy and will recognize their role in promoting it.

To celebrate literacy we:

- presented the Harry MacLauchlan and Peter Gzowski scholarships at the Holland College closing ceremonies in Summerside and Elmsdale
- presented eight bursaries to successful applicants
- highlighted literacy programs in our newsletter
- met with the Charlottetown Rotary Literacy Foundation
- planned and hosted the PGI Golf Tournament for Literacy
- participated in the annual Spelling Bee at the Summerside Lobster Carnival
- met with the Family Literacy Network

On the following pages I have briefly described some of our projects, and I have listed the conferences and workshops we attended, the committees we worked on and people we met throughout 2008-09.

I'd like to thank the Board of Directors for their participation at Board meetings and special events. Special thanks to Chair Angela for her support during the year.

Thanks to Alliance staff Norman and Jinny for their teamwork and professionalism throughout the year. Their support helps make the Alliance a success.

*Catherine O'Bryan*

## *Our Staff*

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*Catherine O'Bryan  
Executive Director*



*Norman Finlayson  
Office Manager*



*Jinny Greaves  
Project Officer*

## *Contact the Alliance*

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**Telephone:** 902-368-3620

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**E-mail:** [peila@eastlink.ca](mailto:peila@eastlink.ca)

**Website:** [www.pei.literacy.ca](http://www.pei.literacy.ca)

**Mailing address:**  
PEI Literacy Alliance  
PO Box 20107  
Charlottetown PEI  
C1A 9E3

**Street address:**  
Sherwood Business Centre  
161 St. Peters Road  
Charlottetown PEI  
C1A 5P7

## *Project Reports*

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### **2008 Summer Tutoring Program for Kids**

In June 2008 we hired Susan Gillespie to coordinate our summer program. She oversaw 25 tutors across PEI who delivered one-hour tutoring sessions to 760 elementary school children throughout July and August. Most of the tutors were B.Ed. students from UPEI who gained valuable practical experience.

Tutoring was available in both French and English. We provided EAL tutoring to some new immigrant students. Most sessions were held in community libraries thanks to the great support of the PEI Library service.

With funds from the Raise-a-Reader campaign we were able to provide added resources for our tutors. A large donation of books from Scholastic enabled us to give each child a gift of books to take home at the end of the summer.

Service Canada provided support through its Summer Jobs Program. The Department of Education, the Eastern, Western and French School Boards, Charlottetown Rotary Club and Club Richelieu all contributed to help defray the salary and travel costs of tutors.

### **Family Literacy Research Forum**

On May 16th, 2008 we presented a family literacy forum with Dr. Linda Phillips of the University of Calgary. Dr Phillips described new research. *Learning Together: Read and Write With Your Child* is a family literacy program where parents and children learn together. The program includes sessions for parents, children and sessions for parents and children together

About 40 early childhood educators and researchers attended the forum held at UPEI. Local researchers also shared information about their

work in the area. One highlight of the meeting was the Literacy Café where participants had the opportunity to share information about a number of topics.

### **Celebrating International Adult Learners Week March 2 – 8**

The Alliance produced a special edition newsletter profiling ten adult learners. All of these stories were also published in The Guardian and Journal Pioneer newspapers.

### **Family Literacy Day 2009**

On January 24th at the Confederation Centre Art Gallery parents and children gathered to celebrate Family Literacy Day. Participants were treated to celebrity readers including Education Minister Gerard Greenan.

Cheryl Kerr, a successful adult learner and mother of three spoke briefly about her struggle to attain her education. A reading tent was set up, there were puppet theatre performances and we organized a scavenger hunt. The Music Man provided entertainment in two sets and Word Monster made a special appearance.

Jinny Greaves and Erin Casey coordinated this successful event.

### **Family Literacy Things to Do**

This year we reviewed and revised our popular booklet of family literacy activities. You can find it on our website. Go to [www.pei.literacy.ca](http://www.pei.literacy.ca) and click on “Family Literacy.”

## *2008 PGI — A Great Day For Literacy*

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Our 18th PGI Golf Tournament for Literacy was on June 12, 2008 at Andersons Creek Golf Course.



Ninety-eight golfers came out on a chilly morning to raise money for Island literacy.

After a spirited morning of golf everyone gathered at New Glasgow Lobster Suppers for the banquet. Host Matt Rainnie was joined by Poet Laureate Erskine Smith. Anastasia Desroches provided musical entertainment.

Kim McGrath Myers delivered a short moving speech about her struggles as an adult learner. Simone Arsenault won The Cooperators Learner Achievement Award. Wendell MacDonald was chosen as the Gzowski Award winner.

At the end of the day, we raised \$30,000 for literacy.

### **Many thanks to our PGI Planning Committee:**

Joanne Ings, PEI Lung Association  
 Bernard Gillis, Metro Credit Union  
 Robin Tulk, Newspapers in Education  
 Jim Martell, Atlantic Lottery Corporation  
 Patrick Campbell, Aliant  
 Jack Desroches, Marillac  
 Peter Mullins, Freedom 55 Financial



## *Bursary and Scholarship Winners*

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Part of the money from our PGI goes directly to adult learners to help them complete their studies. Here are some of our 2008-2009 recipients.



Shawn Casey-Smith



Russell Houston



Brenda McMahon



Sheila MacAulay

Other bursary winners were Rick White, Terry Wilson, Wanice Parsons and Joanna Tomlinson.



On the left, Catherine O'Bryan presents Jennifer Dymont with the Harry MacLauchlan Memorial Scholarship. On the right, Norm Finlayson congratulates Bethany MacDonald on her Peter Gzowski Memorial Scholarship.

## *Activities Report*

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### **Conferences/Presentations/Meetings**

April 19 ..... Can West Global Spelling Bee  
 April 28 ..... Movement for Canadian Literacy, Ottawa  
 May 5 ..... Deborah Milligan, Lennox Island School  
 May 10 ..... Centre for Literacy, Montreal  
 May 14 ..... Education Research Forum  
 May 20 ..... Westisle Holland College Recognition Ceremony  
 June 18 ..... AGM Charlottetown Rotary Literacy Foundation  
 June 22–25 ..... Adult Learning Knowledge Centre Symposium  
 June 26 ..... MRSB literacy program scan meeting  
 July 8 ..... Summerside Lobster Carnival Spelling Bee  
 August 19-21 ..... Atlantic Summer Institute, UPEI  
 September 5 ..... Press conference with MP Jim Prentice  
 September 8 ..... Charlottetown Rotary meeting  
 September 23 ..... CBC reception at the Art Gallery  
 September 24 ..... Raise a Reader day  
 October 26 ..... Movement for Canadian Literacy Annual meeting  
 November 28 ..... Eunice Abaga presentation  
 December 16 ..... Community Legal Information Association Open House  
 January 28 ..... Canadian Language and Learning Network (CLLRNET)  
 February 28 ..... International Adult Learners Week launch  
 March 17 ..... Healthy Aging workshop  
 March 25 ..... PEILA Semi-annual meeting

### ***Committees and Boards***

PGI Golf Tournament for Literacy Planning Committee

Movement for Canadian Literacy Board

Holland College Adult Education Advisory Committee

Holland College Adult and Community Education Board

Trade Essentials Board

Workplace Learning PEI Inc. Board

Charlottetown Rotary Literacy Foundation Board of Directors

UPEI Family Literacy Committee

Leave Smoking Behind Smoking Cessation Project Steering Committee

### ***Consultations***

Barbara Macnutt, Director, Literacy Initiatives Secretariat

Sonya Corrigan, Executive Director Early Childhood Development  
Association

Nishka Smith, Atlantic Evaluation Group

Rachael Wernick and Marie Claude Pelletier, Office of Literacy and  
Essential Skills

Jennifer Cairns Burke, Department of Health

Marie Sophie Parent, Office of Literacy and Essential Skills

Erin Casey, Family Literacy Day coordinator

Shawn Murphy, MP Charlottetown

## Helping Learners

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### Bursaries Available

Each year the PEI Literacy Alliance awards up to ten \$500 bursaries to adult learners.

For information and to print an application go to our website at [www.pei.literacy.ca](http://www.pei.literacy.ca) or call 368-3620.

The next deadline for applications is October 31, 2009.



### \$1500 Scholarship Program

The PEI Literacy Alliance awards three \$1500 scholarships with money we raise at the PGI Golf Tournament for Literacy.

The memorial scholarships honour these three literacy champions: Peter Gzowski, Harry MacLauchlan and Bill Hancox.

You can apply for one of these awards if you are an adult who had trouble with reading and you are continuing your education at UPEI or Holland College. To find out more, contact your admissions office.

### HELP WANTED

If you know someone who struggles with their reading and wants to improve, we can help. Please call our toll-free number:

1-800-723-7323

If you would like to help people in your community improve their reading, we are planning community information meetings. Please call for information.



## *Treasurer's report*

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In February 2008 we negotiated a two-year “core” funding agreement with the Office of Literacy and Essential Skills (OLES). This is a Contribution Agreement which requires monthly reports of activities and financial status. None of these funds are unrestricted and this has required increased fundraising on our part to maintain our staffing and activity level.

### **Financial Highlights**

1. On September 7, 2008 our two year project with the Office of Literacy and Essential Skills started.
2. The third Raise-a-Reader campaign headed by the Guardian and Journal Pioneer newspapers raised \$26,000 locally for our Summer Tutoring Program. The next Raise-a-Reader campaign will be on September 23, 2009.
3. The 2008 Summer Tutoring Program for Kids hired 25 tutors and tutored 770 students. Our sponsors were Service-Canada, all the school boards, the Department of Education, the Provincial Library Service, Raise-A-Reader, Club Richelieu and the Rotary Club of Charlottetown.
4. The 2008 PGI Golf Tournament for Literacy raised over \$30,000 for literacy in PEI.
5. We received an unexpected donation from Laubach Literacy of Canada of \$34,000 when their national office closed down.

*Wendy Shilton*

## *Nominations Report*

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Each year our board has some people retire and others offer for two-year terms. **Angela Larter** will be retiring after two two-year terms plus an extra year as Chair. We thank her for her work on behalf of the Alliance over the past five years.

**Kathleen Eaton** and **Wendy Shilton** will retire after their two-year terms. **Wendy MacDonald** retired after the first year of her second term. **Peter Love** resigned for personal reasons before he completed his term.

**Lori Johnston, Sonya Corrigan, Joey Seaman, and Natalie Worthen** will return for the second year of their two-year term.

Offering for a two year term 2009-2011 are:

### **Mary Burke**

Mary was Regional Coordinator for PEI with Frontier College. Mary is a long time friend of the Alliance. She is our former Chair and now coordinates the PEI Volunteers for Literacy. Welcome back Mary.

### **Shauna Fuller**

Shauna is a consultant with the Atlantic Evaluation Group and has worked with a number of Island non-profit groups. She has a Masters degree in Community Psychology and comes to us from the PEI Family Violence Prevention Services.

### **Tom Hilton**

Tom is a Masters of Education student at UPEI. He is especially interested in social justice and equality issues and is on the board of AIDS PEI.

### **Alaina Roach-O'Keefe**

Alaina is interested in literacy from an intergenerational perspective She is currently employed by the Department of Education and Early Childhood Development as an Early Literacy Specialist.

## *Our Member Organizations*

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AIDS PEI

Canadian Mental Health Association - PEI

Canadian Union of Public Employees

Community Legal Information Association

Early Childhood Development Association

Education Assessment Program

Frontier College

Holland College

Learning Disabilities Association of PEI

Movement for Canadian Literacy

PEI Association for Newcomers to Canada

PEI Association for Community Living

PEI Council of People with Disabilities

PEI Department of Education & Early Child Development

PEI Family Violence Prevention Services, Inc

PEI Federation of Labour

PEI Home and School Federation

PEI Literacy Initiatives Secretariat

PEI Professional Librarians' Association

PEI Teachers' Federation

PEI Provincial Library Service

PEI Volunteers for Literacy

Women's Network PEI

Société éducative de l'Île-du-Prince Édouard

Seniors United Network

Service Canada

Trade Essentials

University of Prince Edward Island

Workplace Learning PEI Inc

## *Thank You to our Supporters*

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ABC CANADA Literacy Foundation	Eastern School District
Aliant	French Language School Board
Ann Thurlow	Holland College
Atlantic Lottery Corporation	Island Coastal Services
Barbara Macnutt, Literacy Initiatives Secretariat	Island Press
Betty Hushlak	Lorne Elliot
Canada Post Corporation	Margie Carmichael
Cavendish Farms	Maritime Electric
CBC Charlottetown	Matt Stewart
Charlottetown Rotary Club	Metro Credit Union
Child Find PEI	Office of Literacy and Essential Skills
Club Richelieu Port - LaJoye	Patrick Ledwell
Corkum & Associates	PEI Advisory Council on the Status of Women
Cynthia Dunsford	PEI Library Service
Department of Education and Early Child Development	Royal Bank of Canada
Department of Innovation and Advanced Learning	Service Canada
Department of Health	The Co-operators – John Young and Associates
Department of Social Services and Seniors	The Guardian
Donna MacEwen, McInnes Cooper	The Journal-Pioneer
Dr. Michael Connolly	UPEI
	Wade Lynch
	Western School Board