

# 2009-2010 Annual Report

April 1, 2009 to March 31, 2010



Photo courtesy of The Guardian

### Raise-a-Reader Day Brings in \$26,000

This is the winning team of PEI Raise-a-Reader volunteers. They canvassed the Provincial Buildings on September 23 collecting donations. Many thanks to the Guardian for organizing the event.

### 2009 - 2010 Annual Report

### **Table of Contents**

Meeting Agenda	3
Treasurer's Report	4
Minutes of the 2009 Annual General Meeting	5
Report from the Chair	8
Executive Director's Report	10
Contact Information	13
Project Reports	14
Activities Report	18
Nominations Report	22
Member Organizations	23
Thanks to Supporters	24

### Annual Meeting Agenda Wednesday, September 9, 2010 7:00 pm Delta Hotel

### **Business Meeting**

Welcome - Joey Seaman, Chair

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

Treasurer's Report - Natalie Worthen

Review of Minutes of the 2009 AGM

Chairperson's Report - Joey Seaman

Executive Director's Report – Catherine O'Bryan

Nominations Report - Joey Seaman

Election

Introduction of the new Board members

#### **Presentations**

Office of Literacy and Essential Skills - Nilhambri Ghai

PEI Cultural Human Resources Sector Council

- Henk van Leeuwen

### Treasurer's report

In February 2008 we negotiated a two-year "core" funding agreement with the Office of Literacy and Essential Skills (OLES). The agreement was scheduled to end in September 7, 2010 but we negotiated an amendment which will carry us until October 30, 2010. Our new agreement should start in November.



### Financial Highlights

- 1. The Raise-a-Reader campaign headed by the Guardian and Journal Pioneer newspapers raised \$26,000 for our Summer Tutoring Program. The next Raise-a-Reader campaign is scheduled for September 29, 2010.
- 2. The 2009 Summer Tutoring Program for Kids hired 26 tutors and tutored 700 students. Our sponsors were Service-Canada, all the school boards, the Department of Education, the Public Library Service, Raise-A-Reader, Club Richelieu and the Rotary Club of Charlottetown Royalty.
- 3. The 2009 PGI Golf Tournament for Literacy raised almost \$40,000 for literacy in PEI.
- 4. We applied for and received funds to conduct professional development workshops for adult educators. The Igniting the Power Within workshops are based on an aboriginal model developed in Winnipeg.
- 5. We also received a grant for a project called *Sharing Our Gifts*. This project will adapt the Essential Skills Portfolio for use in a family setting.
- 6. Our staff has raised over \$5000 editing documents for plain language and presenting training workshops.

The Alliance continues on a firm financial footing and we look forward to another successful year.

Natalie Worthen

### Minutes of the 2009 Annual General Meeting

### September 8, 2009, 6:30 pm Gulnare Room, Delta Hotel, Charlottetown

#### In attendance:

Mary Burke PEI Volunteers for Literacy

Sonya Corrigan Early Childhood Development Association

Norman Finlayson PEI Literacy Alliance

Shauna Fuller PEI Family Violence Prevention Services Inc.

Jinny Greaves PEI Literacy Alliance

Tom Hilton UPEI Faculty of Education Lori Johnston Workplace Learning PEI Inc.

Linda Keel-Hale Dept of Education, Student Services

Angela Larter Department of Innovation and Advanced Learning

Barbara Macnutt Literacy Initiatives Secretariat

Greg MacPhail GED award winner

The MacPhail family

Rachael Mella Bradley Shea Handrahan, Chartered Accountants

Karyn Noble CUPE

Catherine O'Bryan PEI Literacy Alliance

Joey Seaman PEI Association for Newcomers to Canada Ann Sherman Rotary Club of Charlottetown Royalty

Ken Williams Andy Lambe & Associates Inc

Natalie Worthen Holland College Robert Wright Guest Speaker

#### Welcome

Chair Angela Larter thanked everyone for coming and recognized Robert Wright, our guest speaker.

### **Auditor's Report**

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

Joey Seaman moved acceptance of the report and Lori Johnston seconded.

Motion carried.

### Minutes of the 2009 Annual General Meeting continued

Joey Seaman moved that Bradley Shea Handrahan be retained as our auditors for next year.

Sonya Corrigan seconded.

Motion carried.

### **Treasurer's Report**

Joey Seaman read Wendy Shilton's report, and asked for its acceptance.

Joey Seaman moved acceptance of the report and

Lori Johnston seconded.

Motion carried.

#### Review of Minutes of the 2008 AGM

Angela asked everyone to review the minutes of last year's meeting.

Angela Larter moved acceptance of the minutes and

Linda Keel-Hale seconded.

Motion carried.

### **Chairperson's Report**

Angela summarised her report. She spoke about the Alliance setting and meeting its goals.

Angela Larter moved acceptance of the report and Tom Hilton seconded.

Motion carried.

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

Catherine O'Bryan reviewed highlights from her report.

Catherine O'Bryan moved acceptance of the report and Natalie Worthen seconded.

Motion carried.

### **Bylaw Changes**

Angela talked about the reasons for changing the bylaws and Board's process of editing them. The proposed new bylaws were sent to all the member representatives for review.

Angela moved acceptance of the new bylaws and Barbara Macnutt seconded.

Motion carried.

### Minutes of the 2009 Annual General Meeting continued

### Nominations Report and Election of Board

Angela Larter is retiring after two two-year terms plus an extra year as Chair.

Kathleen Eaton and Wendy Shilton are retiring after their two-year terms.

Wendy MacDonald has 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 terms.

These people have been nominated by member organizations to our board: Mary Burke, PEI Volunteers for Literacy

Shauna Fuller, Family Violence Prevention Services Inc

Tom Hilton, UPEI

Alaina Roach-O'Keefe, Department of Education and Early Childhood Development

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**

Barbara Macnutt congratulated Greg MacPhail for achieving the highest GED score in PEI during the last year. She read a congratulatory letter from the Washington DC GED office.

Barbara congratulated Greg and presented him with a plaque.

### **Guest Speaker – Robert Wright**

Joey introduced our speaker who spoke about how literacy links with family, poverty, crime, health and injury. He also spoke about the barriers that society puts in the way of people achieving their goals.

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

### Report from the Chair

It has been another busy and successful year for the Alliance with many highlights and accomplishments to look back on.

First and foremost the Alliance staff deserves a great deal of credit for their meaningful work as advocates for literacy in the Island community. The long list of major public fundraising events, valuable training courses and workshops, and student bursaries and awards for literacy would simply not be possible without their hard work and commitment.



To Sonia Corrigan who is finishing her term on the board, thank you for your contribution to the Board and your tireless work for early childhood education in PEI. I would also like to welcome our new board members who always bring new energy and ideas to the Board.

This past year the Alliance organized a wide range of programs and events including the Summer Tutoring Program, Family Literacy Day, Raise-a-Reader campaign and the PGI Golf Tournament for Literacy. Year after year these events are a major success and continue to receive great support.

Two new projects were started in connection with OLES (the Office of Literacy and Essential Skills) this year as well; "Igniting the Power Within" was a series of four workshops training adult educators in essential skills and portfolio development. "Sharing Our Gifts" was a project to develop an essential skills portfolio for families based on the HRSDC model for the workplace. The Alliance also took a leading role in conducting a wide-ranging environmental scan examining literacy and essential skills in PEI. The findings and recommendations were delivered in a report in March of this year.

The board made a number of internal changes this year as well, which involved revisiting and amending the Bylaws and Terms of Reference for the Board.

Nishka Smith was contracted last year to conduct an organizational review that involved both staff and board members. The review was part of the funding agreement with OLES and wrapped up this year. As part of the current funding agreement the staff and board will be working with Anne Ramsay to complete a strategic planning session in November of this year.

The Alliance was happy to welcome Alexandre Martin from OLES to our semi-annual meeting. The meeting offered the board a chance to gain a better understanding of the OLES mandate and the expectations of the Alliance. Mr. Martin spoke highly of the work being done by the Alliance and the promising future for literacy initiatives in PEI.

Lastly, I would like to thank fellow board members, membership organizations and most importantly Catherine, Norm and Jinny for their contributions. While I have only touched on some of the year's highlights in this report, I believe it goes without saying the Alliance is constantly striving to find ways to play a distinct and critical role in advancing literacy and essential skills in PEI.

Joey Seaman

### Executive Director's Report

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 further focus to them. The Executive Director decides how best to use the financial and human resources available to complete the work towards these designated outcomes.



Here are some of the activities which helped achieve these ENDS in 2009-2010.

#### 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 now called the Canadian Literacy and Learning Network
- attended regular advisory committee meetings for Adult and Community Education at Holland College
- attended meetings for the Trade Essentials project
- attended the Board meetings for Workplace Education PEI Ltd
- 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
- presented three plain language workshops to health professionals
- completed several plain language edits for clients such as The Canadian Cancer Society, PEI Department of Health, Council for a Smoke Free and PEI and Community Services, Seniors and Labour

#### **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
- Presented a Literacy Breakfast with guest speaker Robert Wright
- presented a Family Literacy research conversation
- held regular meetings with our provincial contact
- gave a donation to the Charlottetown Rotary Literacy Foundation

#### END D

Literacy will be valued and celebrated across PEI.

1. 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 ten bursaries to successful applicants
- highlighted literacy and essential skills 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
- participated in the CanWest Global Spelling Bee
- organized a celebration of International Adult Learners Week

Later in this report I have 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 2009-10.

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

As always I would like to thank Norman and Jinny, our wonderful staff, for their teamwork and professionalism throughout the year. Our staff and board members make the Alliance a success.

Catherine O'Bryan

### Our Staff



Catherine O'Bryan Executive Director



Norman Finlayson Office Manager



Jinny Greaves Project Coordinator

### Contact the Alliance

E-mail: peila@eastlink.ca Website: 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

### **Sharing Our Gifts**

In August 2009 we received a grant from the Office of Literacy and Essential Skills to adapt their Essential Skills Portfolio for use with families. Jinny Greaves and Erin Casey have been working on the resource. Testing with groups of families is scheduled for September-October 2010. We have plans to translate the resource into French and test it with a group of francophone parents. The project concludes in August 2011.

#### **Breakfast and Learn**

On September 9 we hosted a breakfast event with guest speaker Robert Wright. Robert is executive director of Nova Scotia's Child and Youth Strategy. His topic was "Revisiting the Literacy Links to Crime, Health & Injury." His powerful speech was enjoyed by 75 people at Memorial Hall of the Confederation Centre.

### **Igniting the Power Within**

In September we began a series of four workshops to provide professional development for instructors and counselors of adult learners. The workshops are based on an aboriginal model. We were interested to see how it would translate to other audiences outside aboriginal communities. Over thirty participants signed up for the first two-day workshop and the evaluations were very positive. Subsequent workshops are scheduled for April, June and September 2010.

### Family Literacy Day 2010

On January 23rd at the Confederation Centre Art Gallery 300 parents and children gathered to celebrate Family Literacy Day. Participants enjoyed celebrity readers including Minister of Education and Early Childhood Development, Doug Currie.

Island authors Deirdre Kessler and David Weale were one of the celebrity readers. Andrew Sprague was the Master of Ceremonies. A reading tent was set up, there were flannel board stories and information booths. The Music Man provided entertainment and Word Monster made a special appearance. Thank you to Jinny Greaves who coordinated this successful event.

### 2009 Summer Tutoring Program for Kids

In May 2009 Jinny Greaves began planning the Summer Tutoring Program. She oversaw 26 tutors across PEI who delivered one-hour tutoring sessions to 600 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. We held most sessions in community libraries thanks to the great support of the PEI Public Library Service.

With funds from the Raise-a-Reader campaign, we were able to add resources for our tutors. Service Canada provided support through its Summer Jobs Program. The Department of Education, the Eastern, Western and French School Boards, the Charlottetown Royalty Rotary Club and Club Richelieu all contributed to help defray the salary and travel costs of tutors.

#### Adult Learners Week March 1 - 5

This year we celebrated adult learners week in two ways. We held a creative writing competition and we hosted a celebration. We contacted adult learners across PEI and invited them to submit their creative works in the form of prose, poetry or video. We selected three winning entries. We invited the winners to our semi-annual dinner meeting where they received their cash prizes. We printed their winning entries in our newsletter.

Later that week we invited singer Mark Haines, comedian Lenny MacPherson and successful learner Kim McGrath Myers to help celebrate. It was an afternoon of singing, comedy and inspiration with approximately 60 adult learners. We gave out door prizes and served snacks.

### 2009 PGI — A Great Day For Literacy

Our 19th PGI Golf Tournament for Literacy was on June 11, 2009 at Andersons Creek Golf Course.

Alliance researcher Jinny Greaves introduced Cheryl Kerr, winner of the Adult Learner Award. The banquet crowd gave Cheryl a standing ovation after she told her inspiring story. Joanne Ings presented the Gzowski Award to literacy supporter and golfer Ken Williams.

Please see the next page for pictures and more information.

### 2009 PGI — Best Tournament Ever

We returned to Anderson Creek Golf Course for our 19th PGI in PEI.

Thanks to the generosity of our golfers and sponsors, we raised almost \$40,000 for Island literacy.



Hopeful golfer at the putting contest.

Lorne Elliot joins entertainer Tim Chaisson to jam before the banquet.

After the morning golf everyone gathered at New Glasgow Lobster Suppers for the banquet. Host Matt Rainnie was joined by Poet Laureate Doug Gallant.

We held a related fundraiser the night before the tournament. Comedian Lorne Elliott joined local talent Margie Carmichael, Cynthia Dunsford, Patrick Ledwell, and Matt Stewart at the Carrefour Theatre for our first Comedy Night for Literacy.

### Many thanks to our PGI Planning Committee:

Joanne Ings, PEI Lung Association Bernard Gillis, Metro Credit Union Jim Day, The Guardian Jack Desroches, Consultant Peter Mullins, Freedom 55 Financial



## Bursary and Scholarship Winners

Part of the money from our PGI goes directly to adult learners to help them complete their studies. Here are some of our 2009-2010 recipients.



Levi Cannon



Carl Dicks



Pamela Gallant



Barnie Earle



Ann Vincent



**Donna Lavers** 



Jennifer Constable



**Garth Carter** 



Pwaytha Kerhtoo

## Activities Report

## Conferences/Presentations/Meetings

2009	
April 2	Harris Decima Survey
April 16	Plain Language workshop
April 27	PEILA Board meeting
April 30	Presented Comedy Night for Literacy
May 1	Privacy presentation at ATC
May 4	Promotion seminar at Delta sponsored by The Guardian
Мау б	African library presentation by Dr Ray Doiron
May 7	Holland College Recognition Ceremony
May 14	Healthy Aging conference
May 19	Holland College ceremony in Summerside
May 20	Accountability Workshop for Non-profits
May 28	Accountability Workshop in Montreal
July 7	Early Intervention Meeting, PEI government
July 15	Lobster Carnival Spelling Bee
September 8	PEILA Annual General Meeting
September 9	Breakfast and Learn with Robert Wright
September 16	Workplace Learning PEI Inc
September 22	"Igniting the Power Within" banquet
September 23	Raise-a-Reader campaign day
September 28	Family Literacy Network meeting
October 5	Rural Action Plan meeting
November 2-6	MCL meetings
November 6-8	PGI National Forum
November 17	Research Outcomes for Trade Essentials
November 24	Healthy Living Committee
November 25	Summerside bursary presentation
November 26	UPEI update
November 27	Bursary presentations
November 30	Sharing Our Gifts Advisory Committee
December 3	Hillsborough Rotary Literacy Presentation
December 7	Holland College Open House
December 16	CLIA Open House

#### 2010 Essential Skills Forum planning meeting January 15 January 23 Family Literacy Day January 27 Accountability workshop Eating Between the Lines Advisory committee February 4 Social Marketing workshop February 5 February 10 LES Roundtable February 18 Chamber of Commerce Mixer Marketing Workshop at Holland College February 19 CanWest Spelling Bee February 27 March 4 **Adult Learners Celebration** March 10 Trade Essentials demonstration March 12 Age-friendly Communities presentation March 22 Family Literacy Network strategic planning meeting March 23 Sponsorship workshop March 24 Presentation to the Charlottetown Royalty Rotary Club March 25 PEI Literacy Alliance Semi-annual Meeting March 31 Plain Language presentation Medical Society

#### 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
Family Literacy Network

### **Consultations**

Ross Barnes, Construction Association of PEI Eric Bedard, Office of Literacy and Essential Skills

Erin Casey, Family Literacy Day coordinator

Mitch Cobb, Workplace Resources

Lowell Crokin, Elections PEI

Ray Doiron, Faculty of Education UPEI

Sally Duffy, Career Development Services

Catherine Freeze, Department of Health

Shauna Fuller, board member

Bernard Gillis, Metro Credit Union

Laura Hagen-Grant, Service Canada

Millie MacKenzie, Holland College

Barbara Macnutt, Director, Literacy Initiatives Secretariat

Alexandre Martin, Office of Literacy and Essential Skills

Nora McCarthy, UPEI

Dale McNevin, local artist

Melanie Melanson, UPEI Masters student

Rachael Mella, auditor

Joe Murphy and Stella Keliher, PEI Road Builders Association

Mike Murphy, local designer

Audrey Penner, Holland College

Carl Pursey, PEI Federation of Labour

Nishka Smith, Atlantic Evaluation Group

Marie Sophie Parent, Office of Literacy and Essential Skills

Winnie Wallace, Metasoft

Duncan Williams, CNIB

### **Notices**

### **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 or call 368-3620.

The next deadline for applications is November 1, 2010.

### Register Now!

OLC's Spotlight on Learning: Becoming Agents of Change

October 18-20, 2010

Delta Chelsea Hotel 33 Gerrard St. West Toronto, Ontario

www.on.literacy.a/spotlightonlearning

### \$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.

# Want help with reading and writing?

Call the **LEARN Line** – it's free and confidential

1-800-348-7323

The LEARN Line is operated by the PEI Volunteers for Literacy and supported by the PEI Literacy Alliance

### Nominations Report

Each year our board has some people retire and others offer for two-year terms. **Sonya Corrigan** will be retiring after two two-year terms. We wish her well and thank her for her insightful comments over the years. **Shauna Fuller** has resigned from the Board due to her increased commitments with PEI Family Violence Prevention Services. Thank you Shauna for your contributions to the Alliance.

Lori Johnston, Trina O'Brien Leggott and Natalie Worthen will return for the first year of their second two-year term.

Returning for the second year of their first two year term are **Mary Burke, Tom Hilton,** and **Alaina Roach-O'Keefe. Joey Seaman** will return as Chair for the second year of his two year term.

Offering for a two-year term for 2010-2012:

**Colette Arsenault** of Société éducative de l'Île-du-Prince Edouard. Colette has a good knowledge of the needs of Acadian and francophone people of PEI. She can contribute her knowledge of adult literacy and help deliver information to the francophone communities in PEI. Colette says she has always had a soft heart for the ones that were struggling more in their education.

## Our Member Organizations

AIDS-PEI

Canadian Mental Health Association-PEI

Canadian Union of Public Employees

Community Legal Information

Association

Early Childhood Development

Association

Frontier College

Holland College - Adult and Community

Education

Learning Disabilities Association of PEI

Movement for Canadian Literacy

PEI Advisory Council on the Status of

Women

PEI Association for Newcomers to

Canada

PEI Association for Community Living

PEI Businesswomen's Association

PEI Council of the People with

**Disabilities** 

PEI Department of Education and Early

Childhood Development

PEI Department of Social Services and

Seniors

PEI Federation of Labour

PEI Home and School Federation

PEI Literacy Initiatives Secretariat

PEI Professional Librarians' Association

PEI Teachers' Federation

PEI Trucking Sector Council

PEI Provincial Library Service

PEI Volunteers for Literacy

PEI Writers' Guild

Seniors United Network

Service Canada

Société éducative de l'Ile-du-Prince

Edouard

Transition House Association

University of Prince Edward Island

Women's Network PEI

Workplace Learning PEI Inc.

### Thank You to our Supporters

ABC CANADA Literacy Foundation Island Coastal Services

Andrew Sprague Island Press

Atlantic Lottery Corporation Lorne Elliot

Barbara Macnutt, Literacy Initiatives Margie Carmichael

Secretariat

Cavendish Farms

Matt Rainnie

CBC Charlottetown

Matt Stewart Charlottetown Royalty Rotary Club

Metro Credit Union Club Richelieu Port - LaJoye

National Adult Literacy Database

Commission scolaire de langue (NALD)

française

Corkum & Associates
Patrick Ledwell

Maritime Electric

Office of Literacy and Essential Skills

Department of Education and Early

Childhood Development Patti-Lynn Taylor

Department of Innovation and PEI Advisory Council on the Status

Advanced Learning of Women

Department of Social Services and PEI Public Library Service

Seniors Rachael Mella

Donna MacEwen, McInnes Cooper Robert Wright

Doug Gallant Service Canada

Dr. Michael Connolly

The Guardian

Eastern School District The Journal-Pioneer

Holland College UPEI