



# Annual Report

**2020-2021**



# What's in this report

	Page
• The Literacy Crisis	1
• Our Mission	2
• Year at a Glance (2020-2021)	3
• Ready Set Learn	4
• Imagination Library	6
• Essential Employability Skills	8
• Public Awareness and Advocacy	10
• Our Member Organizations	12
• Our Board of Directors	13
• Our Team	14
• Our Core Funder	15







# The Literacy Crisis

Literacy is a basic human right.

40% of kindergarten-aged children in PEI who completed the Early Years Evaluation did not meet the developmental milestones in at least one of the five skill areas. (2017 Children's Report)

783 Island children in grades K to 6 were referred to us by resource teachers this year because they were struggling with reading, writing and/or math. Note: This number is likely higher as we limit the number of referrals teachers can send in. Due to COVID-19 we had to limit our referrals even more this year.

45% of working-aged Islanders do not have the literacy skills needed to succeed in our digital world. (PIAAC 2012)

We are determined to change these statistics.



# Our Mission

**The PEI Literacy Alliance ensures that literacy barriers are minimized and gaps in services are filled so that all people in PEI reach their highest achievable literacy level.**

We exist so that:

- gaps and overlaps in literacy services will be decreased
- barriers to people with low literacy will be reduced
- Islanders will be better informed about the personal costs of low literacy on economic, cultural, political and social aspects of life
- literacy will be valued and celebrated across PEI

# Year at a Glance (2020-2021)



## Funding Secured

\$581,556

## Because the Alliance existed this year:

- **544** children boosted their literacy skills, confidence, and learning attitudes
- **16,214** free books were distributed to children and families
- **9** adults gained literacy and employability skills and **7** gained full-time employment
- **Thousands** of Islanders are better informed about literacy in PEI

# Ready Set Learn

Ready Set Learn celebrated its 20th year this summer!

This program is a free summer tutoring program for children who struggle with reading, writing and math. We offer this program to children in grades K to 6 in English, French Immersion and Francophone programs across Prince Edward Island. Each child receives one hour of tutoring each week for eight weeks during the summer months.



**Covid 19 affected our impact this year.** Typically, we tutor about 800 children each summer. This was not possible due to decreased funding and increased expenses. As a result of COVID-19, we pivoted to online learning using the following tools:

- Zoom Classroom
- Respectful Work Environment Policy
- Literacy Kits for each child

**17 young adults gained meaningful work experience providing a total of 3808 hours of tutoring.**



"I learned that I am able to do things I didn't think I could do."

- Grade 3 program participant

**544 children boosted their literacy skills, confidence, and learning attitudes.**



## Thank you Funders and Partners

PEI Department of Education  
and Lifelong Learning

Regis and Joan Duffy  
Foundation

Service Canada

Collège de l'Île

PEI Public Library Service

United Way of PEI

La commission scolaire  
de la langue française

The Learning Partnership

# Imagination Library and Free Books for Kids

In October 2020, we launched the Dolly Parton Imagination Library program. We are the first organization in Canada to offer a Province-wide program. The Imagination Library is a free book-giving program devoted to inspiring a love of reading in children and families. Each month, children ages 0-4 who are enrolled in the program receive a high quality, age-appropriate book in the mail for free! Six months later, 3500 Island children were enrolled in the program.

We also distributed free children's books to families in need through the Food Banks' Christmas Hamper program in Queens, Kings and Prince counties.



**16,214 books were distributed to families giving children access to their own library at home.**

“This is a fantastic program for our family! Our twins will have a great library to call their own. Thank you! ”

- Parent participant

**Our online fundraising campaign, Inspire a Love of Reading, raised \$50,660 for this program.**



## Thank you Funders and Partners

Province of PEI

Rotary Club of Charlottetown

Rotary Club of Charlottetown Royalty

Rotary Club of Montague & Eastern PEI

Rotary Club of Hillsborough

Rotary Literacy Foundation

Master Packaging

Holland College

Tops to Floors and David Arsenault

Senator Diane Griffin

Food Banks in PEI

PEI Public Library Services

Many generous Islanders

# Essential Employability Skills

This skills development and employment program included 180 hours of classroom training and six-week work placements. We partner with other literacy organizations in Atlantic Canada to offer this program to adults free of charge.

Due to COVID-19 we pivoted to deliver online training to program participants.

**9 adults gained literacy and employability skills, 7 gained full-time employment, and 5 received mentor training.**







"I really feel like I can muscle my way through anything now. I think after this course the world is my oyster. I have skills I will take with me throughout my career in conservation and in life."

- Patrick Curtis, program graduate

## Thank You Partners

Literacy New Brunswick (Project Lead)

Literacy Nova Scotia

Newfoundland Labrador Laubach Literacy Council

Atlantic Aqua Farms

Raspberry Point Oyster Co.

## Thank you Funder

Government of Canada's Essential Skills  
Initiatives Program



Government  
of Canada

Gouvernement  
du Canada



# Public Awareness and Advocacy

---

We used social media, press releases, interviews and presentations to promote literacy and the work we do.

## Thousands of Islanders are better informed about literacy in PEI.

### **65% increase in new followers on social media**

3732 followers (Facebook, Instagram, LinkedIn, and Twitter)

### **462 stakeholders reached through presentations**

We presented to members, directors, funders, potential funders, political leaders, business leaders, Rotarians, community partners and service providers.

### **73% increase in subscribers to our quarterly e-news.**

4164 total subscribers

## Thank you to our media partners

CBC, Saltwire, The Employment Journey, Hawthorn House Media

According to the U.S. Department of Education, about 130 million people (54% of 16-74yrs. old), lack proficiency in literacy and read below the sixth-grade level.  
Forbes 2020



## Samples of our social media posts by Hawthorne House Media



HAWTHORNE  
HOUSE

Reading aloud to young children is not only one of the best activities to stimulate language and cognitive skills; it also builds motivation, curiosity, and memory.



PEI Literacy Alliance

Published by Hootsuite · August 16 at 9:01 AM ·

Reading is one subject that children will encounter every day of their life, regardless of what they do after high school.

This is why it's important to start young and develop your child's literacy rate early on in life.



Four out of ten Canadian adults lack the literacy skills necessary to be fully competent in most modern jobs.



peiliteracyalliance · Following



peiliteracyalliance Literacy is more than having the skills to read through a textbook or write an essay! Literacy is a fundamental skill that is essential to daily life in the 21st century.

That is why we are dedicated to improving the lives of PEI citizens by improving both adult and child literacy rates.

#PEIliteracyalliance  
#imaginationlibrary  
#imaginationlibrarybook  
#imaginationlibraryca #poetryisart  
#princeedwardisland  
#eastcoastlifestyle #charlottetown  
#successfulminds #explorepr  
#welovepei #themaritimeedit



Liked by carlylmartin and 10 others

JULY 26



Add a comment...

Post

Students who had a higher level of reading comprehension tended to learn problem-solving and data interpretation skills faster than those with weaker reading comprehension.



# Our Member Organizations

Boys and Girls Club of Charlottetown	Learning Disabilities Association of PEI	PEI Public Library Service
Canadian Mental Health Association	Lennox Island Band	PEI Senior Citizens' Federation
Canadian Union of Public Employees (CUPE)	Mi'kmaq Confederacy of PEI	PEI Speech and Hearing Association
CHANCES Family Centre	Native Council of PEI	PEI Teachers Federation
Collège du l'île	PEERS Alliance	PEI Trucking Sector Council
Community Legal Information Association	PEI Advisory Council on the Status of Women	PEI Writers' Guild
Creative PEI (formerly Culture PEI)	PEI Association for Community Living	Provincial Realty
Department of Education and Lifelong Learning	PEI Association for Newcomers to Canada	Richardson GMP
Early Childhood Development Association of PEI	PEI Business Women's Association	Scotiabank - Charlottetown Branch
Greater Charlottetown Chamber of Commerce	PEI Council of People with Disabilities	Social Development and Housing
Holland College	PEI Family Violence Prevention Services	The Acorn Press
Institute of Advanced Learning	PEI Federation of Labour	The Employment Journey
	PEI Home and School Federation	The Learning Partnership
	PEI Professional Librarian's Association	UPEI, Faculty of Education
		Women's Network
		Workplace Learning PEI Inc.

# Our Board of Directors



**Nathan Steeves**  
*Chair*  
Rep for Scotiabank



**Colin Beck**  
*Vice Chair*  
Rep for Richardson  
GMP



**Serena Smith**  
*Treasurer*  
Rep for Advisory  
Council on the Status of  
Women



**Roseanne Gauthier**  
*Secretary*  
Rep for PEI  
Public Libraries



**Marcia Carroll**  
Rep for PEI Council  
of People with  
Disabilities



**Sonya Hooper**  
Rep for Early Childhood  
Development  
Association



**Valerie Fitzpatrick**  
Rep for PEI Assoc. for  
Newcomers to Canada



**Neil Forbes**  
Rep for Lennox  
Island Band



**Doug Currie**  
Rep for Holland  
College



**Tina Mundy**  
Rep for Provincial Realty



# Our Staff



**Jinny Greaves**  
Executive Director



**Amanda Beazley**  
Family Literacy Director



**Christine Snowden**  
Ready Set Learn Manager



**Lily Reaman**  
Essential Employability  
Skills Manager

## Summer Tutors

Abby Leblanc

Ally Mackenzie

Andraya Gallant

Anna Fernandes

Brae Delaney-Smith

Carly Enman

Emily Newcombe

Erin MacKay

Georgia Potter

Gwenyth Clark

Hannah Dykerman

Jenna Lavers

Karissa Horne

Mariah Murphy

Rachel Holland

Samm Harris

Shealyn Ronahan

Bethany Burt

Jenna Wood

## Contractors

Maurice Burgoyne

Phil Davison

Hawthorn House Media



# Our Core Funder

The Province of PEI provided the Alliance with \$200,000 of operational funding for this year (2020-2021 fiscal).

Elected officials and staff of the Provincial Government provide more than just financial support, they are also our valued partners and most outspoken champions.





*Literacy Opens Doors*

[www.peiliteracy.ca](http://www.peiliteracy.ca)