

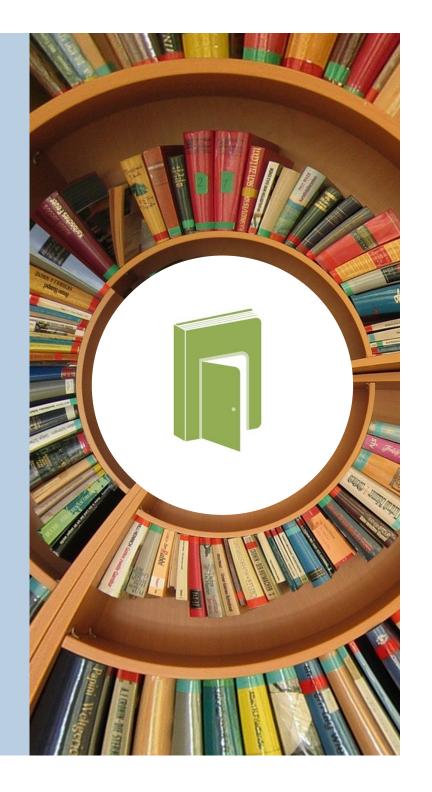


Annual Report

2020-2021

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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:

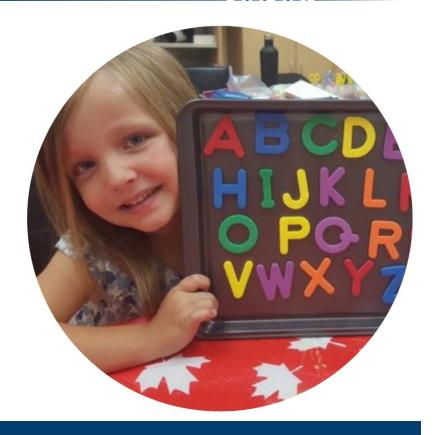
- Zoom Classroom
- Respectful Work Environment Policy
- · Literacy Kits for each child

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

Collège de l'Île

Service Canada

United Way of PEI

The Learning Partnership

Regis and Joan Duffy

Foundation PEI P

PEI Public Library Service

La commission scholaire de la langue française

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.



Food Banks in PEI

PEI Public Library Services

Many generous Islanders

Thank you Funders and Partners

Province of PEI

Rotary Literacy Foundation

Rotary Club of Charlottetown

Master Packaging

Rotary Club of Charlottetown Royalty

Holland College

Rotary Club of Montague & Eastern PEI

Tops to Floors and David Arsenault

Senator Diane Griffin

Rotary Club of Hillsborough

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



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

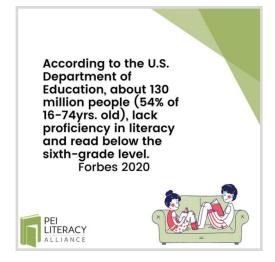
We presented to members, directors, funders, potential funders, political leaders, business leaders, Rotarians, community partners and service providers.

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



Samples of our social media posts by Hawthorne House Media



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.

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

Canadian Mental Health Association

Canadian Union of Public Employees

(CUPE)

CHANCES Family Centre

Collège du l'ile

Community Legal Information

Association

Creative PEI (formerly Culture PEI)

Department of Education and Lifelong

Learning

Early Childhood Development

Association of PEI

Greater Charlottetown Chamber of

Commerce

Holland College

Institute of Advanced Learning

Learning Disabilities Association of PEI PEI Public Library Service

Lennox Island Band

Mi'kmag Confederacy of PEI

Native Council of PEI

PEERS Alliance

PEI Advisory Council on the Status of

Women

PEI Association for Community Living

PEI Association for Newcomers to

Canada

PEI Business Women's Association

PEI Council of People with Disabilities

PEI Family Violence Prevention

Services

PEI Federation of Labour

PEI Home and School Federation

PEI Professional Librarian's Association

PEI Senior Citizens' Federation

PEI Speech and Hearing Association

PEI Teachers Federation

PEI Trucking Sector Council

PEI Writers' Guild

Provincial Realty

Richardson GMP

Scotiabank - Charlottetown Branch

Social Development and Housing

The Acorn Press

The Employment Journey

The Learning Partnership

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

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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 MundyRep for Provincial Realty

Our Staff



Jinny Greaves
Executive Director



Amanda Beazley
Family Literacy Director



Christine SnowdenReady Set Learn Manager



Lily ReamanEssential 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