

Annual Report

2018 –2019



What's in this report

	Page
• The Literacy Crisis	1
• Our Mission	2
• 2018-2019 Fiscal Year at a Glance	3
• Ready Set Learn	4
• Volunteers for Literacy	5
• Adult Learner Awards	6
• Free Books for Kids	7
• Essential Skills for Atlantic Fisheries	8
• Public Awareness	9
• Our Fundraisers	10
• Our Member Organizations	11
• Our Board of Directors	12
• Our Team	13
• Our Core Funder	14





The Literacy Crisis

Literacy is a basic human right.

46% of working-aged Islanders don't have the literacy skills needed to succeed in our digital world. (PIAAC 2012)

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)

1200 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 would be likely be much higher if we did not limit the number of referrals we can accept.

We are determined to change these statistics

Our Mission

We work to advance literacy for the people of Prince Edward Island

We exist so that:

- gaps and overlaps in literacy services will be decreased
- barriers to people with low literacy levels 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

2018-2019 Fiscal Year at a Glance

Amount brought in

\$456,672 (\$150,000 was core Provincial funding)

Children who gained literacy skills

821 children

Adults who gained literacy skills

14 adults

Free books to children in need

2340 (more than 300 families)

Awards to adult learners

\$2900 (7 adults)

Tutoring locations

22 public libraries

Total hours of free tutoring

6728 for children

1450 for adults

Public Awareness

Thousands of Islanders are better informed about the personal costs of low literacy on economic, cultural, political and social aspects of life.

Since in 2001

Ready Set Learn

We ran our summer tutoring program for the 18th year. We also piloted running this program during the school-year. Tutoring sessions were free to parents and offered in public libraries across PEI. Expanding the program proved to be a great success and we plan to continue running this program year-round.

96% of 821 children boosted their literacy skills, confidence, and learning attitudes

“I learned I am smart” Aiden, grade 2

Students by language

92 Francophone
215 French Immersion
514 English (50 Newcomers)

Tutoring locations

22 public libraries

Tutors employed

24

Total hours of tutoring

6728



Thank you Funders

PEI Department of Education, Early Learning and Culture

Rotary Literacy Foundation
PEI Public Schools Branch

United Way of PEI

PEI Association for Newcomers to Canada

Service Canada

Rotary Club of Charlottetown Royalty

La commission scolaire de la langue français

Thank you Partners

PEI Public Library Service
The Learning Partnership

PEI Department of Education, Early Learning and Culture

Since in 2015

Volunteers for Literacy

This program matches volunteer tutors with adults who want to learn to read or improve their literacy skills. We also share our resources with other community groups offering free tutoring to adults.

14 adults made gains with their literacy skills

On average each learner put in:

- **100 hours** of tutoring, and
- **50 hours** of online literacy practice at home

Total hours of tutoring

1430

Total hours of online literacy practice

1100

“Literacy is key for being successful in life”

Tutor Margaret Knox



Thank You Partners

PEI Public Library Service

Thank you Volunteer Tutors

Garry Roll, Jill Lightwood, Margaret Knox, Cheryl Wright, Melissa VanBuskirk, Maria Pochylski, Allee Dixon, Paulette LaChambre, Cathy Favaro, Rita MacDonald, Vicki Henderson, and Wendy Reid

Since in 2015

Adult Learner Awards

This program awarded adults working toward their GED.

5 adults were awarded \$500 to help with their school expenses

2 adults were awarded \$200 for inspiring others by being guest speakers

**Total amount awarded
\$2900**

“Making the decision to return to school has been one of the most rewarding and gratifying experiences of my life.” *Bursary Winner*



Thank you Bursary Sponsors

Master Packaging

Canadian Tire

The Mount

Holland College

Since in 2010

Free Books for Kids

We distributed free children's books to families in need. We did this primarily in partnership with the PEI Public Library Service and the Food Banks during Christmastime. However, we distributed books year-round to organizations and communities that serve families in need.

2340 books distributed to families in need so children can build their own library.



Thank you Sponsors

Murphy's Pharmacies

Cooke Insurance

BMO

KPMG New Brunswick

Master Packaging

RBC

Thank you Partners

Food Banks in PEI

PEI Public Library Services

General public with book donations

Essential Skills for Atlantic Fisheries—PEI

This innovative training project aims to increase employability skills of Islanders living in coastal areas and to address the labour shortage in the fisheries industry. This past year was the development phase.

Training curriculum worth \$300,000 was developed in partnership with the other Atlantic Literacy Coalitions.

Atlantic Aqua Farms committed to being a part of this project in 2019 at a total cash and in kind contribution of \$38,000.



Thank you Partners

Literacy NB (Project Lead)

Literacy NS

NL Laubach Literacy Council

Workplace Learning PEI

Atlantic Aqua Farms

Skills PEI

PEI Aquaculture Alliance

Dept. of Fisheries and Aquaculture

Career Development Services

Thank you Funder

The Government of Canada's Essential Skills Initiatives Program



Public Awareness

We used social media more than ever this year to promote the importance of Literacy. We also used press releases, interviews and presentations to key stakeholders to promote literacy and the work we do to address low-literacy.

Thousands of Islanders are better informed about the personal costs of low literacy on economic, cultural, political and social aspects of life.

27% increase in new followers on social media

We have more than 1300 followers (Facebook, Twitter, Instagram and LinkedIn)

700 stakeholders through presentations and meetings

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

5 published stories in the media



Thank you to our media partners

CBC Radio

The Guardian and Journal Pioneer (Salt Wire)

Employment Journey

Thank you to our social media followers

Thank you to stakeholders

who have welcomed us to speak

Our Fundraisers

28th PGI Golf Tournament for Literacy

Belvedere Golf Course, June 9, 2018

24,364 Net income

(before staff time was allocated to this fundraiser as it is shown in the audit)



Doug Curtis shared his story of learning to read at in his 50s

Thank You Sponsors

Golf Day Sponsor: Master Packaging

Bursary Sponsors

Canadian Tire, The Mount, Holland College

Free Books for Kids Sponsors

Murphy's Pharmacies, Cooke Insurance, KPMG, BMO

Team Sponsors

UPEI, Credit Unions of PEI, Malpeque Bay Credit Union, The Guardian, RBC Foundations, ADL, McInnes Cooper, Scotiabank, Murphy Hospitality Group, CUPE, Mella & Shae

Friend of Literacy

Those who sponsored holes, donated prizes, food and their time—there are too many to list here

Give the Gift of Literacy to Islanders This Holiday Season



As little as \$25 can make a difference

The more you donate, the bigger the impact!



Give the Gift of Literacy

This was an online fundraising campaign through social media during the Holiday Season.

\$2,248 Raised

Thank you to all who donated during this campaign

Our Member Organizations

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

Our Board of Directors



Jeff Murphy
Chair



Linda Fraser
Vice-Chair



Nathan Steeves
Treasurer



Roseanne Gauthier
Secretary



Marcia Carroll



Jennifer Bartell-Bitar



Sonya Hooper



Colin Beck

Our team

Full-time employees (R to L)

- **Jinny Greaves**, Executive Director
- **Gina Hyson**, Youth Programs Director and Social Media Manager
- **Katie Duffy**, Office Manager and Adult Programs Director
- **Lily Reaman**, Project Coordinator Essential Skills for Atlantic Fisheries



Part-time employees

- 20 summer tutors
- 4 school-year tutors



2018 Summer Tutors

Our Core Funder

Thank You to the Government of Prince Edward Island

The Province of PEI provided the Alliance with \$150,000 of operational expenses for this year (2018-2019 fiscal) and committed \$200,000 for next year (2019-2020 fiscal).

Elected officials and staff of the Provincial Government provided more than just financial support. They are also some of our most loyal teammates, our most visionary partners, and our most outspoken champions.

Without them we wouldn't be where we are today.





**Donate today
and make a difference**





Literacy Opens Doors

www.peiliteracy.ca