



PEI
LITERACY
ALLIANCE

Annual Report

2021-2022

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Literacy Opens Doors



Year at a Glance

Funding Secured \$735,089

500 children worked on building literacy skills, confidence, and a positive attitude toward learning

42,050 free children's books were distributed to families across PEI and 4430 children benefited

21 young adults gained meaningful work providing a total of 4050 hours of tutoring

24 adults gained employability skills and work experience and are better prepared for the workforce

11 adult learners returning to school received financial support through bursaries and scholarships

Thousands of Islanders are better informed about the costs of low-literacy and the benefits of increasing literacy skills

Literacy in PEI

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)

900 Island children in grades K to 6 were referred to us by resource teachers this year because they were struggling with reading, writing and math. Note: This number would likely be higher if we did not limit the number of referrals.

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

Literacy is a basic human right. An investment in literacy is an investment in the future of PEI. Without strong literacy and essential skills it is difficult for people to be fully engaged at work, in their community and at home. Research shows improving literacy and essential skills creates:

- **More employment and higher incomes**
- **A stronger Island economy**
- **Better health and well being**
- **Increased community and family engagement**
- **Less crime and safer communities**

Our Mission

We ensure that literacy barriers are minimized and gaps in services are filled so that all people in PEI reach their highest achievable literacy level.



Ready Set Learn

Ready Set Learn celebrated its 21st 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. This year, 400 children remained on the waitlist for this program.

500 children worked on building literacy skills, confidence, and a positive attitude toward learning



4 tutors gained mentorship skills and experience



COVID– 19 continued to have an impact on our program this year. Typically, we tutor about 800 children each summer. Due to COVID-19 related expenses, public health protocols and limited funding, we could only tutor 500 children this year.

“My daughter enjoyed this program very much! She kept her skills up during the summer months. This program was definitely an asset for her. We have seen an improvement in her skills and hope she gets the opportunity to join it again in the future. We would definitely recommend this to others!” - *Parent of a participant*

21 young adults gained meaningful work providing a total of 4050 hours of tutoring



Thank you to our program funders and partners



Imagination Library and Free Books for Kids

Dolly Parton's 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 enrolled in the program receive a high quality, age-appropriate book in the mail for free. As of March 2021, we had over 300 children on the waitlist for the Imagination Library program. Our Free Books for Kids program distributes free children's books to families in need through Christmas Hampers in partnership with Food Banks and PEI Public Library Service.

42,050 free children's books were distributed to families Island wide



4430 families have benefited from these programs

“Receiving a book each month in the mail has made a huge difference in the way that we present reading to our kids. My daughter gets so excited and asks to read it right away. We have been able to explore new titles and concepts that we likely wouldn't have without this program. It has become something that our family looks forward to and celebrates every month.”

- *Imagination Library parent*



Thank you to our program funders and partners



Food Banks of PEI

Essential Employability Skills

Essential Employability Skills prepares adults who are underemployed or unemployed for the workforce. This program gives participants 180 hours of classroom training and a six-week work placement in the healthcare sector. This year, due to COVID-19, we delivered this program online with a weekly in-person learning session.

24 adults gained employability skills and work experience:

- 15 of these adults gained full-time employment
- 1 started her own business
- 4 enrolled in further training (LPN, RCW, upgrading)



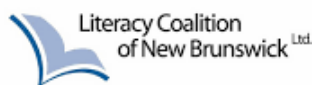
"I believe this program gives individuals, with any background, the opportunity to gain the skills necessary to enter the workforce, gain meaningful employment and change their outlook on their worth, value and abilities. The benefits this program has to offer are so wonderful."

- Program graduate

12 managers gained mentorship skills to work with new employees



Thank you to our program funders and partners



Celebration of Learning

Our **Celebration of Learning** raises funds to support our literacy programs and celebrates the success stories of learners. This year's inaugural event was hosted in the Florence Simmons Performance Hall with MC and comedian Patrick Ledwell and PEI's Poet Laureate, Julie Pellissier-Lush. Approximately 100 people were in attendance.

\$17,365 was raised to support literacy programs in PEI

At the Celebration of Learning, we awarded:

- **8 bursaries** to adults working toward a GED
- **3 scholarships** to adults who have attained their GED and have been accepted into a post-secondary program
- **Gzowski Literacy Champion Award** (Barbara Macnutt)
- **Adult Learner Award** (Patrick Curtis)



“If you have a goal or a dream, do not listen to anyone who says you can’t do it, especially if that person is yourself. You need to believe in yourself.” - *Adult Learner Award Winner*



Thank you to our event sponsors



Public Awareness

We use traditional and social media to promote our free literacy programs and to raise awareness about the benefits of increasing literacy skills and the costs of low literacy on economic, cultural, political and social aspects of life.

Thousands of Islanders are better informed about literacy in PEI

23% increase in new followers on social media for a total of 4814 followers Island wide.

16.72% increase in subscribers to our quarterly e-news for a total of 5001 subscribers.

21,052 people reached Island wide through our **Family Literacy Day** Campaign.

Thank you to our media partners



Our Members

ADHD PEI	Institute of Advanced Learning	PEI Speech and Hearing Association
BGC Charlottetown	Learning Disabilities Association of PEI	PEI Teachers Federation
Canadian Mental Health Association	Lennox Island First Nation	PEI Trucking Sector Council
Canadian Union of Public Employees (CUPE)	Mi'kmaq Confederacy of PEI	PEI Writers' Guild
CHANCES Family Centre	Native Council of PEI	Provincial Realty
Collège de l'Île	PEERS Alliance	Resource Abilities
Community Legal Information	PEI Advisory Council on the Status of Women	Richardson Wealth PEI
Creative PEI	PEI Association for Community Living	Scotiabank - Charlottetown Branch
Department of Education and Lifelong Learning	PEI Business Women's Association	The Acorn Press
Early Childhood Development Association of PEI	PEI Department of Social Development and Housing	The Employment Journey
Greater Charlottetown Chamber of Commerce	PEI Family Violence Prevention Services	The Learning Partnership
Holland College	PEI Federation of Labour	Tops to Floors
Immigrant & Refugee Services Association of PEI	PEI Home and School Federation	UPEI, Faculty of Education
	PEI Public Library Service	Women's Network
	PEI Senior Citizens' Federation	Workplace Learning PEI Inc.

Our Staff



Jinny Greaves
Executive Director



Amanda Beazley
Programs Director



Christine Snowden
Ready Set Learn Manager



Lily Reaman
Essential Employability
Skills Manager

Summer Tutors

Paige Blakely

Rachel Holland

Emma McQuaid

Ava Stewart

Gwenyth Clark

Marin Jay

Emily Newcombe

Mia Stewart

Madyson Doucette

Jenna Lavers

Georgia Potter Fraser

Sam Valois

Julia Freeburn

Chloe MacAdam

Elise Profit-Jeffery

Rebecca Hayes

Haydyn MacAulay

Joseph Simmonds

Ashley Hiscock

Dara MacInnis

Hillary Smallman

Our Board of Directors



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