



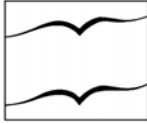
2012-2013 Annual Report

April 1, 2012 to March 31, 2013

Photo by John Sylvester



Feed kids' minds, not their cavities.
Give brain candy.

PEI
Literacy
Alliance

Literacy for All — Learning for Life

2012 - 2013 Annual Report

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Cover photos, clockwise from top left:

1. Books for Treats event
2. Jinny Greaves
3. Catherine O'Bryan

**Annual Meeting Agenda
Tuesday, September 10, 2013
Rodd Charlottetown Hotel**

Business Meeting

Welcome – Lori Johnston, Chair
Auditor’s Report – Rachael Mella, Bradley Shea Handrahan Chartered Accountants
Treasurer’s Report – Gerry Seaward
Review of Minutes of the 2012 AGM
Chairperson’s Report – Lori Johnston
Executive Director’s Report – Catherine O’Bryan
Nominations Report – Lori Johnston
Election
Introduction of the Board members

Guest Speaker

Brenda Pickard, Executive Director of PEI Human Rights Commission

Brenda Picard was raised primarily in Kensington and now resides in Mount Stewart, P.E.I. with her son, Micah. She attended Dalhousie University where she received her Bachelor of Arts degree in 1982 and her Bachelor of Laws degree in 1985. After practicing in N.S., Brenda returned to P.E.I. as co-ordinator of Transition and Support Services in Summerside. She later practiced law with the firm of Craig and Picard and then with P.E.I. Legal Aid. She has volunteered with many provincial and national organizations relating to family violence prevention, restorative justice and conflict resolution as well as with her church community. She received the inaugural Community Service Award from the P.E.I. Law Society in 2007 and later that year Brenda was appointed Queens Counsel. She commenced her position as executive director in August 2013.

Minutes of 2012 Annual Meeting

PEI Literacy Alliance Annual General Meeting Hotel on Pownal, Charlottetown September 12, 2012, 7:00 pm

In attendance:

Colette Arsenault	Collège Acadie Î.-P.-É.
Judy Bayliss	Council of People with Disabilities
Leo Cheverie	PEI Federation of Labour
David Daughton	Community Legal Information Association
Norman Finlayson	PEI Literacy Alliance
Catherine Freeze	Department of Community Services and Seniors
Leo Garland	People First
Tom Hilton	UPEI
Lori Johnston	Workplace Learning PEI
Jane Ledwell	PEI Advisory Council on the Status of Women
Barbara Macnutt	Department of Innovation and Advanced Learning
Rhonda Maillet	Guest Speaker
Katherine McQuaid	Institute of Advanced Learning
Rachael Mella	Bradley Shea Handrahan
Karyn Noble	Canadian Union of Public Employees
Trina O'Brien Leggott	Public Library Service
Catherine O'Bryan	PEI Literacy Alliance
Pat Sargeant	Workplace Learning PEI
Joey Seamen	Timeless Technologies
Gerry Seaward	Holland College
Marilenne Urena	PEI Association for Newcomers
Gloria Welton	The Employment Journey

Regrets: Catherine Callbeck

Carrie St. Jean

Welcome

Lori Johnston thanked everyone for coming and recognized special guests Barbara Macnutt and Rhonda Maillet.

Auditor's Report

Gerry Seaward introduced our auditor Rachael Mella of Bradley Shea Handrahan who reviewed items from the draft financial statements. They are in draft form until they have been accepted by the Board. She said the Alliance is on strong financial footing.

Gerry Seaward moved the acceptance of Rachael's draft financial statements.

Joey Seaman seconded.
Motion carried.

Gerry Seaward moved that Bradley Shea Handrahan be retained as our auditors for next year.

Trina O'Brien Leggott seconded.
Motion carried.

Treasurer's Report

Gerry Seaward read his report, and moved its acceptance.

Karyn Noble seconded.
Motion carried.

Chairperson's Report

Lori Johnston reviewed her report, and Tom Hilton moved its acceptance.

Colette Arsenault seconded.
Motion carried.

Executive Director's Report

Catherine O'Bryan reviewed highlights from her report and moved its acceptance.

Tom Hilton seconded.
Motion carried.

Minutes of the 2012 Annual General Meeting continued

Nominations Report and Election of Board

Joey Seaman read the report. There is room for four new Board members, and three have offered:

Judith Bayliss
Katherine McQuaid
Cathy Ronahan

Joey asked three times if there were any further nominations from the floor. There were no nominations and Joey moved that the three nominees be accepted to the Board.

David Daughton seconded.
Motion carried.

Joey expressed his thanks to everyone for making his time with the Alliance a positive experience.

Review of Minutes of the 2011 AGM

Lori Johnston asked everyone to review the minutes of last year's meeting. She read out some highlights and moved the acceptance of the minutes.

Leo Cheverie seconded.
Motion carried.

Presentation by Guest speaker

Lori introduced Rhonda Maillet, Director of People Resources at the Delta Hotel. Her presentation was "Today's Workforce – What Does it Take?"

She said the two main essential skills gaps were in the areas of technology and communication skills.

Minutes of the 2012 Annual General Meeting continued

Alliance Video

Lori introduced Norman Finlayson who talked about the production of the PEI Literacy Alliance DVD “Talking Health with Seniors.” The video was played followed by a short discussion.

Adjournment

The meeting adjourned at 9:05 pm.

Report from the Chair

Welcome everyone to the 2013 PEI Literacy Alliance AGM. It has been my pleasure to serve as Chair this past year and it is my final year as Chair. I will continue this coming year as Past Chair and I now pass along the scepter to Tom Hilton as he begins his first year as Chair.



I would like to express my thanks to Tom and my fellow board members for their work in the past year. As always board meetings are productive, engaging and fun. This is due to the people around the table and the spirit of teamwork that exists.

I especially would also like to thank Catherine, Norm (retired July 1st), Jinny and Amanda for their tireless work to advance literacy issues on PEI.

This past year has been another busy one for the Alliance but it has also been a challenging one. For any nonprofit organization in this day of shrinking budgets, funding is always first and foremost on the agenda. Policy changes with the Office of Literacy and Essential Skills (OLES) have resulted in a change in how they fund Literacy Coalitions across the country. The staff members at the Alliance have taken these policy changes in stride and are being proactive in pursuing other opportunities. I wish them all the best in these endeavors and as always the board will work to support you.

Being from the world of Workplace Learning, I have to mention how much I enjoyed attending both the Breakfast and Learn and the Semi-Annual Meeting last spring with guest speaker Mario Allain, owner and president of Fundy Pros Specialty Construction in New Brunswick. Mario spoke about why and how he started a training school with his company and the benefits he and his staff have reaped from this initiative. His words are “I understood I had to change the culture, and let employees know that education and training was a positive thing. When the culture change started to take place, I saw stars coming from the woodwork.” These examples of success go a long way to encourage others and I thank the PEI Literacy Alliance for inviting Mario to PEI to tell his story.

I would like to share a couple of other stories of success.

Terry Affleck learned to read at age 63. After 2 years of working with his tutor Micheline Dufour he could read a novel. The world opened up to him. At the 2011 PGI he was awarded the Learner Achievement Award by the PEI Literacy Alliance. In the fall of 2012 he was presented the 2012 Council of the Federation Literacy Award. At age 65 he enrolled at Holland College to prepare to get his GED. He wrote the GED exams in group writings twice but was still having difficulty passing Math and Language Arts Writing. After some individual sessions with an instructor at Workplace Learning Terry passed those exams and now has his GED! Congratulations to Terry for this tremendous accomplishment, your hard work and to all those who helped you along the way.

Blair Gray received the Learner Achievement Award from the PEI Literacy Alliance at the 2012 PGI. In his acceptance speech Blair spoke about the many health and learning barriers he had to overcome to work toward his goal of a GED credential and employment. Blair worked hard with his instructor Vaunda Richard, using Reading Horizons, a web based phonics program. As his reading skills improved he began to prepare to write his GED. I am very happy to report that in early summer Blair passed the GED exam. This credential along with his skills and experience has since landed him a job at JVI as a driving instructor. Well done!

Both these gentleman were successful because they worked very hard. They were also successful because they had support and encouragement along the way. I want to thank the PEI Literacy Alliance for the encouragement they provide to Islanders like Terry and Blair through their bursary and awards program. These stories must be told to motivate others who may be struggling. Please visit the PEI Literacy Alliance website to read other stories of achievement.

For this reason it has been my pleasure to be involved with the PEI Literacy Alliance as a member of the board. I have grown professionally because of it the experience and I have the utmost admiration for what you do. I wish you continued success.

We live in a challenging world - let's rise to the challenge and be tireless in our efforts to provide opportunities, making sure others who struggle get the support they need to accomplish their work or learning goals. Together we are changing lives.

Lori Johnston

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 2012-2013.

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 Canadian Literacy and Learning Network
- attended regular advisory committee meetings of Adult and Community Education at Holland College
- attended the Board meetings for Workplace Education PEI Ltd
- participated in conference calls with Executive Directors from across Canada

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 we:

- sponsored the 2012 Summer Tutoring Program for Kids
- completed several plain language edits for clients such as:
 - Health PEI
 - Department of Community Services, Seniors and Labour
 - Community Hospitals and Primary Care Division

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:

- presented a Family Literacy Day event at the Confederation Centre Art Gallery in January
- held regular meetings with our provincial government contact
- produced four issues of *Live and Learn*, our quarterly newsletter
- Met with SkillsPEi to discuss essential skills
- Attended Chamber of Commerce mixers in Charlottetown, Crapaud and Summerside
- Made presentations at Rotary meetings in Charlottetown, Montague and Summerside

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.

Executive Director's Report continued

To celebrate literacy we:

- presented the Harry MacLauchlan and Peter Gzowski scholarships at Holland College recognition ceremonies in May
- presented ten bursaries to successful applicants
- met with the Charlottetown Rotary Literacy Foundation
- planned and hosted the PGI Golf Tournament for Literacy
- participated in the Post Media Spelling Bee
- organized a writing contest for Adult Learners Week

Special initiatives:

This year the Board and staff revised our a two-year strategic plan to reflect the goals of the Office of Literacy and Essential Skills. We prepared a policy and procedures manual and made two applications to PEI 2014.

I'd like to thank the Board of Directors for their participation at Board meetings and special events. Special thanks to Chair Lori for her 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

New staff at the Alliance



Amanda Beazley began working for the PEI Literacy Alliance in April 2013 as Program Coordinator. She is also a Kindermusik teacher and a proud mom. You can reach her at amanda@peiliteracy.ca.

Our Staff—2012 –2013



*Jinny Greaves
Project Coordinator
(May 2013 on
maternity leave)*



*Catherine O'Bryan
Executive Director*



*Norman Finlayson
Office Manager
(retired June 30,
2013)*

Contact the Alliance

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Website: www.pei.literacy.ca

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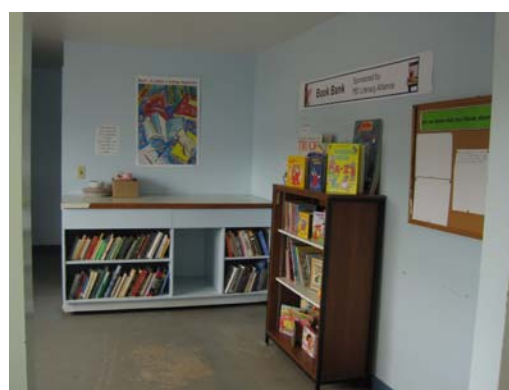
Street address:

Sherwood Business Centre
161 St. Peters Road
Charlottetown PEI
C1A 5P7

Project Reports

Book Bank at the Charlottetown Food Bank

This year we have continued to maintain free books for kids at the Food Bank. Each week we visit to top up the choices and tidy our shelves. The staff report that the books are popular with children and parents alike.



Summer Tutoring Program for Kids

Jinny Greaves coordinated another successful Summer Tutoring Program this year. She oversaw 23 tutors who delivered tutoring sessions to almost 700 elementary school children. Tutors worked in both English and French and also worked with students who were learning English as an additional language.

A big thanks for the amazing support of the PEI Public Library Service and the funders who made it possible.



Guardian photo by Brian McInnis
Madison Gagne, Angela Warick and her sister Elizabeth, take time out for some reading in the reading tent during the family literacy day Saturday in the Confederation Centre Art Gallery.

Family Literacy Day

There were more families than ever at this year's Family Literacy Day celebration on Saturday January 26 at the Confederation Center Art Gallery. Minister Alan McIsaac welcomed families by reading a story aloud. It was a fun filled day for all with lots of activities including a riveting yo-yo performance by Ghenyk MacDonald. As always the Music Man, Mike Pendergast, had the kids singing and smiling. Families enjoyed the Holland College Early Childhood Care and Education students' literacy activities area.

Cool Books for Kids a great success!

Here is our fridge filled with books at the Sherwood Business Centre. This initiative began in spring 2012 has proved very popular to the parents and children visiting the centre for hearing or dental appointments or for inoculations.

If you have any gently used children's books we would be happy to collect them for our fridge or our Book Bank at the Food Bank. Just call us at 902-368-3620.



International Adult Learners Week

To celebrate International Adult Learners Week we held a writing contest for people enrolled in adult learning programs.

The contest was called Message in a Bottle and the prize was \$100. The Alliance was looking for inspirational entries that would encourage others to go back to school. The three winners were:



Brittany Cormier,
East Prince Center
for Learning and
Work



David Gray,
Montague Holland
College



Sheri-Lynn Murphy,
Montague Holland
College

If you would like to read the winning essays visit www.peiliteracy.ca

2013 PGI Golf Tournament for Literacy

On June 14th a wonderful group of literacy supporters gathered at Belvedere Golf Course for our 22nd PGI in PEI.



Aleisha Desroche won the Learner Achievement Award.



Chair Jim Day, left presented the Gzowski Award to Jake Baird



Long time volunteers Liz and Jim Nimmo received a special Award



The Guardian won the Catherine Callbeck Literacy Award.

Many thanks to all our sponsors, golf day volunteers, committee members and supporters.

Bursary and Scholarship Winners

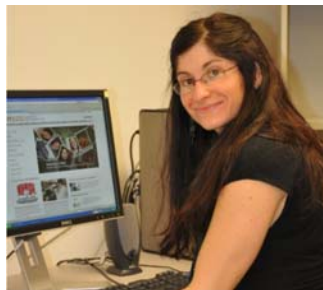
Part of the money from our PGI goes directly to adult learners to help them complete their studies. Here are some of our 2012-2013 recipients.



On the left,
Amanda Beamish



On the left,
Morgan Carter



Angela Taylor won the
\$1500 WM Hancox Memorial
Scholarship at
UPEI



On the left,
Ashley Doucette



In the middle,
Blair Grey



On the left,
Suzhen Chen



On the right,
Lisa-Marie Gaudet

Activities

- April 3 2012 - Met with Mary Jean Irving to discuss PGI sponsorship by Master Packaging
- April 4 - Received Raise a Reader donation from The Guardian and Journal Pioneer
- April 11 - Held Board meeting
- April 12 - Held conference called with Alexandre Carrierer project analyst
- April 13 - Awarded bursary to Blair Gray
- April 18 - Met with Insight Marketing to discuss results based evaluation
- April 20 - Posted page about benefits of Essential Skills in Workability section of website
- April 24 - Met with station manager and communications officer at CBC re: PGI
- April 25 - Presented "Essential Skills: What's In It For You?" To the Charlottetown Royalty Rotary Club
- April 26 - Attended a conference in Moncton sponsored by New Brunswick coalition
- April 30-May 3 Attended CLLN meetings in Ottawa
- May 2 - Attended Holland College recognition ceremony and awarded scholarships
- May 8 - Attended advisory committee meeting for Adult Education at Holland College
- May 11 - Met with Lindsay Kennedy, CEO of CLLN
- May 16 - Met with Steven Dowling at Belvedere Golf Course and attended PEI Book Awards Ceremony
- May 22 - Met with Ron Kelly of the Seniors College
- May 23 - Met with Kevin Walsh of CNIB
- May 24 - Attended a research presentation at UPEI
- May 29 - Hosted results-based evaluation workshop
- May 31 - Hosted an accountability workshop with our Auditor
- June 1-15 Prepared for PGI Golf Tournament for Literacy
- June 7 - Held Board meeting
- June 8 - Met with Wallena Higgins of HRSDC
- June 12 - Launched new DVD "Talking Health With Seniors"
- June 15 - Held PGI Golf Tournament
- June 18 - Tutor orientation and training day for STPK
- July 9 –11 Held onsite audit with Bradley, Shea, Handrahan
- July 31 - Met with Barb Macnutt to update her on our initiatives and met with Stacy Riley regarding the Law Foundation and it's programs

- August 15 - Attended meeting regarding HST on books and prepared Letter to the Editor
- August 22 - Attended the Chamber of Commerce Mixer at the ATC
- September 5 - Attended launch of Workplace posters at Rollo Bay Holdings
- September 10 - Held Annual General Meeting
- September 19 - Participated in Raise a Reader Day
- October 2 - Presented "Connecting Your Skills From Home to Work" to a class at the Council For People With Disabilities
- October 4 - Attended 125th Gala celebration for The Guardian
- October 10 - Attended Summerside Chamber of Commerce Mixer
- October 18 - Attended Biz to Biz Expo and held first Board meeting of new year
- October 26-29 Attended PGI National meetings
- October 31- Hosted Books For Treats
- November 4-8 Attended CLLN, P/T Coalitions and OLES meetings in Ottawa
- November 9 - Attended LES consultation for Council of Atlantic Ministers of Education and Training
- November 17 - Presented " Connecting Your Skills from Home to Work" for a class at the Association for Newcomers
- November 20 - Delivered workshop "Essential Skills: What's In It For You?" at PEIBWA Lunch and Learn
- November 22 - Presented workshop called "Results Based Performance Management"
- November 27 - Met with South Shore Chamber of Commerce and presented "Essential Skills: What's In It for You?"
- December 5 - Met with Insight Marketing to discuss marketing plan for our 2013 proposal
- December 11-24 Delivered new children's books to Food Bank, Mi'kmaq Council, Native Council etc
- January 9 - Completed and submitted book proposal to PEI 2014
- January 11 - Met with Workplace Learning to plan presentation to WCB conference
- January 21-25 Ran "Book Bandit" contest on Ocean 100 to promote FLD
- January 24 - Attended meeting of Adult and Community Education advisory committee
- January 26 - Hosted Family Literacy Day 2013
- February 13 - Held Board meeting
- February 20 - Attended CLLN webinar on "Measuring Impact of LES Projects"
- March 1 - Attended conference call with OLES
- March 13 - Attended Board meeting for Workplace Learning PEI
- March 13 - Hosted Semi-Annual Meeting
- March 14 - Presented Breakfast and Learn with Mario Allian

Treasurer's Report

The Alliance has had another busy year. We were asked by the Office of Literacy and Essential Skills (OLES) to write a work plan for November 2012—June 2013 that they will include in an amendment. With their support we continued to promote literacy and essential skills across PEI.

Financial Highlights

- We had a successful golf tournament in June 2012 raising the most money ever—almost \$50,000.
- We received a number of financial donations in memory of literacy supporters.
- We applied to the PEI 2014 fund for two projects to honor the 150 year anniversary.
- We awarded ten \$750 bursaries to deserving learners as well as three \$1500 scholarships to undergrads at UPEI and Holland College.
- We received \$11,500 from the Raise-A-Reader campaign.

We have been notified that there has been a shift of focus at OLES and funding models will be changing. We look forward to the challenges in the upcoming year.

Respectfully submitted,

Gerry Seaward, Treasurer

Notices

Bursaries Available

Each year the PEI Literacy Alliance awards up to ten \$750 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 October 31, 2013.

\$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 honor 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.

Nominations Report September 2013

This year we are very fortunate that eight Board members are eligible to serve for at least another year.

According to our Constitution we can have from 7 - 10 Board members so there is room for two more. We can accept nominations from the floor. At printing time these members of our Board are eligible for the 2013 - 2014 year:

Lori Johnston	Past — Chair
Gerry Seaward	Treasurer
Tom Hilton	Chair
Cathy Ronahan	Director
Trina O'Brien Leggott	Director
Karyn Noble	Director
Judy Bayliss	Director
Katherine McQuaid	Director

There have been no new nominations to date.



Literacy for All — Learning for Life

Our Member Organizations 2013

AIDS-PEI	Canadian Literacy and Learning Network
Canadian Mental Health Association-PEI	Canadian Union of Public Employees
Centre for Education Research, UPEI	Community Legal Information Association
Culture PEI	Early Childhood Development Association
Frontier College	Holland College - Adult and Community Education
Institute of Advanced Learning	Learning Disabilities Association of PEI
Mi'kmaq Confederacy of PEI	Native Council of Prince Edward Island
PEI Advisory Council on the Status of Women	PEI Association for Newcomers to Canada
PEI Association for Community Living	PEI Business Women's Association
PEI Council of People with Disabilities	PEI Department of Community Services, Seniors and Labour
PEI Department of Education and Early Childhood Development	PEI Federation of Labour
PEI Home and School Federation	PEI Literacy Initiatives Secretariat
PEI Professional Librarians' Association	PEI Public Library Service
PEI Senior Citizen's Federation	PEI Teachers' Federation
PEI Trucking Sector Council	PEI Writers' Guild
Seniors United Network	Service Canada
Société éducative de l'Île-du-Prince Édouard	The Acorn Press
The Employment Journey	Transition House Association
University of Prince Edward Island	Women's Network PEI
Workplace Learning PEI Inc.	

Thank You to our Supporters

ABC Life Literacy Canada	Island Coastal Services
APM	Island Press
Andrew Sprague	Jack Desroches
Armour Transport	Jim Day
Atlantic Lottery	Joanne Ings
Barbara Macnutt	Kwik Kopy Design and Print Centre
Bernard Gillis	Maritime Electric
Blair Grey	Matt Rainnie
Cavendish Farms	Malpeque Bay Credit Union
CBC Charlottetown	Metro Credit Union
CUPE	National Adult Literacy Database (NALD)
Department of Education and Early Childhood Development	Office of Literacy and Essential Skills
Department of Innovation and Advanced Learning	Patti-lynn Taylor Photography
Department of Community Services, Seniors and Labour	PEI Public Library Service
Donna MacEwen, McInnes Cooper	Rachael Mella
Dr. Michael Connolly	Senator Catherine Callbeck
Eastlink	Service Canada
Fedex	The Guardian
Heidi Duchesne	The Journal-Pioneer
Holland College	UPEI
	Workplace Learning PEI