

**2014-2015  
Annual Report**

*April 1, 2014 to March 31, 2015*



**PEI  
Literacy  
Alliance**

*Invest in literacy today  
for a strong community tomorrow*



# 2014 - 2015 Annual Report

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***Literacy is a fundamental skill. Currently 43% of working age Islanders (ages 45-65) lack the reading and writing skills needed to participate fully in our knowledge economy. We must work together to create a culture of literacy and learning for our Island to prosper.***

## 2015 AGM Agenda

**Call to Order** – Tom Hilton, Chair  
Review and Approval of 2014 AGM Minutes

**Musical Performance** – Andrew Waite and Jordan Cameron

**Auditor's Report** – Rachael Mella, Mella and Shea Chartered Accountants  
Appointment of Auditor for 2015-2016 AGM

### **Business Meeting**

Treasurer's Report – Linda Fraser  
Chairperson's Report – Tom Hilton  
Executive Director's Report – Jinny Greaves  
Review of Proposed By-Law Changes  
Nominations Report – Tom Hilton  
Election  
Introduction of the new Board Members  
Remarks from incoming Board Chair

**Keynote Speaker: Elizabeth Beale, BA. MA.**



Elizabeth Beale is the former President and CEO of Atlantic Provinces Economic Council. Ms. Beale has strong ties to PEI and serves as a Member on the Board of Economic Advisors to Premier MacLauchlan. Ms. Beale's policy and research interests cover a wide range of topics related to the economy of Atlantic Canada including labor market and innovation strategies.





## Celebrating 25 years of Literacy in PEI

This year, we are celebrating 25 years of advancing literacy for all Islanders through our programs and services. Our Summer Tutoring Program has provided free tutoring to over 10,000 elementary school children and employed almost 400 Post-Secondary students. Our Adult Learner Program has awarded over \$134,000 in bursaries and scholarships to adult learners working toward a GED or pursuing a post-secondary education. We promote and support family literacy by distributing 3500 children's books to families each year through our Free Books for Kids Program and host the well-loved Family Literacy Day celebration every January.

*Pictured on the left is Premier Joseph Ghiz proclaiming International Literacy Day on September 8, 1991, one year after the Alliance was established.*



REPRESENTATIVES of literacy organizations met recently with Premier Ghiz to share in his proclamation for the observance of Sept. 8 as World Literacy Day. Shown above

with Premier Ghiz are Dale Howard, vice chairman, Queens County Literacy Council, Maureen Denison, Laubach National Board member, Liz Nimmo, president, Laubach Lit

eracy Canada-P.E.I., Jo-Anne Wallace, chairperson, West Prince Literacy Council, and Laura Mair, coordinator, P.E.I. Literacy Alliance

### THEY'RE FIGHTING ILLITERACY

Premier Joseph Ghiz recently signed a proclamation to recognize Sept. 8 as World Literacy Day and to reaffirm the commitment of the P.E.I. government to the eradication of illiteracy in the province.

"The problem of adult illiteracy is worldwide but it is also prevalent in Prince Edward Island," Premier

Ghiz remarked.

"Even today, thousands of people in our province are trapped in lives of dependency because of their inability to read and write. They are forced to seek help with everyday activities which most of us take for granted: using the telephone book, newspaper, completing job application forms and writing letters to family and friends.

"This problem would be serious enough if it existed only among elderly people who did not have a chance to go to school in their youth, or among people who did not have the ability to acquire the necessary skills. Unfortunately, however, we know that large numbers of capable young adults are functionally illiterate.

"May our observance of World Literacy Day be the first step in our recognition of and responsibility to the many people around us who have difficulties with reading and writing."

The United Nations designated Sep. 8 as World Literacy Day in 1965, since it falls on a Sunday this year several Laubach Literacy

Councils will be presenting displays across the province on Saturday, Sept. 7.

The P.E.I. Literacy Alliance will meet Sept. 9 and the Queens County Literacy Council will hold information sessions on Sept. 12 from 12 to 1 p.m. and from 7-8 p.m. at the literacy office, 179 Queen Street. Further information on these activities can be obtained by phoning 368-3620.

# Minutes of 2014 Annual Meeting

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## Minutes of 2014 Annual Meeting

PEI Literacy Alliance Annual General Meeting

Rodd Charlottetown Hotel, Charlottetown

September 8 2014

7pm

### In attendance (32 people):

Alana Leard, AIDS-PEI

Lori MacKay, Canadian Union of Public Employees

Karen Noble, Canadian Union of Public Employees

Alan Duncan, Greater Charlottetown Area Chamber of Commerce

Kim Edwards, Institute of Advanced Learning

Katherine McQuaid, Institute of Advanced Learning

Martin Dutton, Learning Disabilities Association of PEI

Cindy Lapena, PEI Association for Newcomers to Canada

Joe Byrne, PEI Association for Newcomers to Canada

Jane Ledwell, PEI Advisory Council on the Status of Women

Catherine Freeze, PEI Department of Community Services, Seniors and Labour

Derek McEwen, Director, English Programs, DEECD

Carl Pursey, PEI Federation of Labour

Leo Cheverie, PEI Federation of Labour

Leisa Holmes-Albert, English School Board

Barbara Macnutt, Dept. Innovation and Adv. Learning

Barbara Kissick, PEI Public Library Service

Gloria Welton, The Employment Journey

Tom Hilton, Chair of the PEI Literacy Alliance

Isabelle Dasyva-Gill, Women's Network PEI

Deirdre Kessler

Hazel White

Liz Nimmo, PGI volunteer

Jim Nimmo, PGI volunteer

Lorne Cudmore, PGI volunteer



## Minutes of 2014 Annual Meeting continued

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Linda Weisman, Adult Educator  
 Tom Davies, Community Foundation of PEI  
 Rachael Mella, Bradley Shea Handrahan  
 Ashley MacNevin, Bradley Shea Handrahan  
 Jinny Greaves, Manager of the PEI Literacy Alliance  
 and two other members of the public who came in late

**Regrets:** Honourable Catherine Callbeck, Lori Johnson -Workplace Learning PEI, Dianne Smith - adult learner, Carrie St. Jean - Home and School Federation, Trina O'Brien Leggott - Public Library Service, Linda Fraser - Holland College, Catherine O'Bryan - past ED, Jennifer Bartlett-Bitar - new Board Member, Amanda Beazley – program coordinator with the PEI Literacy Alliance, Brenda Doiron – Book Bank in North Rustico contact.

**Welcome:** Tom welcomed everyone and thanked them for coming out.

### **Auditor's Report:**

Tom Hilton 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 our Board.

Tom Hilton moved the acceptance of Rachael's draft financial statements.

Leo Cheverie seconded

Motion carried.

Tom Hilton moved that Bradley Shea Handrahan be retained as our auditors for next year.

Joe Byrne seconded

Motion carried.

### **Treasurer's Report**

Katherine McQuaid read Linda Fraser's report and Tom Hilton moved that it be accepted.

Karen Noble seconded

Motion carried.

# Minutes of 2014 Annual Meeting continued

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## **Chairperson's Report**

Tom Hilton read his report and moved its acceptance.

David Daughton seconded

Motion carried.

## **Executive Director's Report**

Tom Hilton explained that Catherine could not be here tonight to deliver her report. He asked that everyone read it on page 10 and 11.

## **Video Presentation**

Tom introduced Jinny Greaves, newly appointed Manager at the Alliance. Jinny showed a short video about the Alliance's programs. This video was launched on International Literacy Day. Everyone applauded the video. Jinny thanked Program Coordinator Amanda Beazley for her work producing the video, the member groups for their dedication to literacy and the Board for its guidance and steady hand during the Alliance's transition over the last few months.

## **Review of Minutes of the 2013 AGM**

Tom Hilton asked everyone to review the minutes from last year. He moved that they be accepted.

Alana Leard seconded

Motion carried.

## **Nominations Report**

Tom explained that there is room for two more Board Members on the Board. He asked three times for nominations from the floor. There were no nominations and no election was necessary.

## **Introduction of Board Members**

Katherine McQuaid introduced new Board Member, Jennifer Bartlett-Bitar. Jennifer works for Health PEI in Children's Development Services. She is a Speech Language Pathologist and President of the PEI Speech and Hearing Association.

## Minutes of 2014 Annual Meeting continued

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Jennifer could not be here tonight due to an injury, but sent her regrets saying she is excited to contribute to the PEI Literacy Alliance.

Tom Hilton, introduced new Board Member Alan Duncan. Alan serves on the Board of the Greater Charlottetown Chamber of Commerce and co-Chairs their Business Development Committee. He is former Dean of the UPEI School of Business. He is currently (among other things) project lead on the Chamber of Commerce's Island Advance Initiative. Alan is keenly interested in the issue of literacy.

### **Keynote Address**

Tom introduced Kathy Hambly. Kathy joined the Greater Charlottetown Area Chamber of Commerce as Executive Director in January of 2005. Previously, Kathy served as the Director of Business Development with Innovation PEI and as Director of Marketing and Development for the Confederation Centre of the Arts.

Kathy's presentation mirrored the Chamber of Commerce's recent presentation to the Education Committee of the Provincial Legislature. She, on behalf of the Chamber, laid down the challenge that PEI create the best education system with the best educational outcomes for students in the country.

Tom thanked Kathy and gave her a card and gift certificate.

### **Adjournment**

Meeting adjourned at 8:30pm



## Treasurer's Report

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The Alliance is still operating without core funding which has posed many challenges to our organization. However, with the support of sponsors and partners and the innovation of Board and Staff, we were able to deliver our programs and services to Islanders this year.



### Financial Highlights

- We had a successful golf tournament in June 2014 raising \$30,000 for literacy programs in PEI. A special thanks to Master Packaging for being our Golf Day sponsor again this year.
- The PEI Volunteers for Literacy program has received start up funding from the United Way of PEI and Service Canada's New Horizon's for Seniors in the amount of \$44,000.
- We raised over \$4000 in sponsorships for our Family Literacy Day celebration this year. Thanks in large part to the Department of Education, Early Learning and Culture and the Department of Workforce and Advanced Learning.
- We received over \$15,000 from Post Media's Raise-A-Reader campaign held in September by The Guardian and the Journal Pioneer.
- We launched our Family Digital Literacy Project with \$10,000 in funding from the Telus Atlantic Canada Community Board.
- The Alliance was hired on a \$10,000 contract by the National Reading Campaign to coordinate the Reading Town Canada festival in May 2015.
- We awarded three \$750 bursaries to deserving learners as well as three \$1500 scholarships to undergrads at UPEI and Holland College.

We hope with the continued support of our sponsors and partners that we will continue to provide literacy programs well into the future.

Respectfully submitted,

*Linda Fraser, Treasurer*

## Chairperson's Report

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I closed last year's Chair's Report by stating that I thought the determining factor as to whether the Alliance survives would be our ability to forge new relationships amongst and between individuals and organizations passionate about building a culture of literacy, learning and widespread prosperity on PEI.



I open this year Chair's Report by reporting that concerted relationship building efforts by staff, board and supporters has not only enabled the Alliance to survive this past year but has also positioned the Alliance to thrive well into the future.

My optimism springs from the following strategic developments:

Thanks to support from the United Way and New Horizon's for Seniors, the Alliance will soon be delivering a free and research-tested tutoring program to adults on PEI who do not yet have the literacy and numeracy skills to obtain a Graduate Equivalency Degree;

With support from the Department of Education, Early Learning & Culture, the Alliance will seek to expand its marquee program - the Summer Tutoring Program for Kids - to throughout the school year and to Junior High School students; and

Thanks again to support from the Departments of Education and Workforce and Advanced Learning and thanks to the invaluable mentorship of Senator Catherine Callbeck, the Alliance will build its case for future funding requests upon evidence accumulated from the programming we deliver to adults and students.

Over the past six years of being on the board I have learned that many people and organizations, throughout this province and beyond, want to help solve the multitude of problems that stem from low literacy and numeracy skills. I have also learned that these same people and organizations want to know that their investment in literacy programming benefits individuals, families and communities. To all those individuals and

## Chairperson's Report continued

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organizations passionate about building a culture of literacy, learning and prosperity on PEI, I say please expect to soon hear from the Alliance as to how you can help and how we will report to you the benefits that derive from your help.

Please note that the optimism I feel today would never have taken hold were it not for the quality and quantity of work produced by Executive Director Jinny Greaves, Program Director Amanda Beazley and STPK Coordinator Gina Hyson. Your efforts over the past year have helped Board Members and supporters imagine the possibility of the Alliance celebrating its 50<sup>th</sup> anniversary in September 2040!

Thank you to Trina O'Brien-Leggott of the PEI Public Library Service for your 6 years of dedicated service to the Alliance. I believe the Alliance is a better organization today thanks to your thoughtful contributions.

Finally, I look forward to working with current and incoming Board Members as the Alliance forges new relationships and nurtures established relationships that reflect this core message:

We must work together to build a culture of literacy, learning and widespread prosperity on PEI.

Thank you,

Tom Hilton, Board Chair



## Executive Director's Report

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Dear Members and Friends of the Alliance,

This last year has been one of big changes and financial uncertainty. In June 2014, our federal core funding was cut, putting the Alliance in serious financial jeopardy. It looked as though we would have to close our doors within the year. Due to this fiscal reality, we went from three staff to two. The roles, responsibilities, and work loads of the remaining staff increased two fold.

Despite these challenges we continued to offer our regular programs and we also expanded our programs with the development of three new projects. These projects included Digital Family Literacy, Reading Town Canada - a one week reading festival in Charlottetown in May 2015, and PEI Volunteers for Literacy - a free tutoring service for Adults to begin in late 2015.

We secured enough funds to survive another year thanks to our program and project sponsors, our PGI fundraiser, and generous donors. Our PGI fundraiser is our annual key fundraising event. This year it brought in just over \$30,000.

This coming year, we will focus on the Alliance's financial sustainability and improving our services to Islanders who need them. We will move away from delivering various programs to having only three large key programs. This change will help us focus our energy on creating meaningful, lasting and outcome driven services for Islanders who struggle with literacy. One of these programs will be an improved Summer Tutoring Program for Kids. We have run this successful program for 13 years and it has helped thousands of Island children and employed hundreds of post-secondary students. We will build on the program's strengths to ensure it continues to provide these essential skills to Island children.



## Executive Director's Report continued

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I am so proud of our Board Members and staff for the "above and beyond" approach they have committed to the Alliance this past year. The Board has had to make difficult decisions and the staff have shown tremendous commitment to ensuring the organization's success. In particular, I would like to thank my co-worker Amanda Beazley who has worked tirelessly and passionately this past year. We make a great team and it is a joy to work with her. I would also like to thank our Chair, Tom Hilton, who has volunteered many more hours than any past Chair. He has been a great coach and support through this challenging year and he has helped me tremendously as I learned the ropes of my new role as Executive Director.

Ultimately, it is our Board and staff's passion for literacy that gives me hope that the Alliance will be here for another 25 years.

Thank you members and friends of literacy for believing in the Alliance. Together we can create a culture of literacy and life-long learning for our Island to prosper.

Sincerely,

Jinny Greaves, Executive Director

## Nominations Report September 2015

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This year we are very fortunate that eight Board Members are eligible to serve for at least another year. At printing, the Board Members listed below are eligible for the 2015 - 2016 year.

According to our Constitution we can have from 7 - 11 Directors, so there is room for 4 more. We can accept nominations from the floor.

Tom Hilton, <i>UPEI Faculty of Education</i>	Past Chair
Linda Fraser, <i>Holland College</i>	Director / Vice Chair
Alan Duncan, <i>Greater Charlottetown Chamber of Commerce</i>	Director / Treasurer
Karyn Noble, <i>Canadian Union of Public Employees</i>	Director
Katherine McQuaid, <i>Institute of Advanced Learning</i>	Director
Isabelle Desylva-Gill, <i>Women's Network</i>	Director
Jennifer Bartlett-Bitar, <i>Department of Community Services, Seniors and Labor</i>	Director
Derek McEwen, <i>Department of Education, Early Learning and Culture</i>	Director



## Thank You to our Sponsors

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Thank you to our sponsors and partners for providing funding that enable us to deliver our programs and services to Islanders this year. We are also grateful to have many donors, members and supporters whose generosity, time and talent contributes greatly to the work of the Alliance. Thank you all for your continued support!

### Summer Tutoring Program for Kids 2014

Service Canada	Post Media Raise-A-Reader
Canada Post Community Foundation	English Language School Board
PEI Public Library Service	La Commission scolaire de langue française
PEI Department of Education, Early Learning and Culture	PGI Golf Tournament for Literacy

### PGI Golf Tournament for Literacy 2014

Master Packaging	City of Charlottetown
CBC	Cooke Insurance
Holland College	Department of Education, Early Learning and Culture
Collège Acadie Î.-P.-É.	Eastlink
APM	Electronic Arts
The Guardian	Fedex
Meridian Farms	Island Coastal Services
Department of Workforce & Advanced Learning	Kwik Kopy
ADL	Malpeque Bay Credit Union
Canadian Union of Public Employees	MRSB Chartered Accountants
Cavendish Farms	Murphy Group of Restaurants
CBC Charlottetown	Vector Aerospace Engine Services - Atlantic

### Family Literacy 2014- 2015

Department of Education, Early Learning and Culture	Telus Atlantic Canada Community Board
Department of Workforce & Advanced Learning	Confederation Centre of the Arts
	City of Charlottetown

### Free Books for Kids 2014-2015

First Book Canada	Community Foundation of PEI
Canadian Union of Public Employees	Morell Consumers Co-op

## Project Reports

### Summer Tutoring Program for Kids 2014

24 tutors worked one-to-one with more than 700 children to help maintain their literacy skills over the summer months and cultivate a love of learning.



### BORN! A Foal, Five Kittens and Confederation

With PEI 2014 funding, the Alliance partnered with Deirdre Kessler and Brenda Jones to create this unique book for grade 3 students. Every grade three student in PEI received a free book. It also won two awards: One from the City of Charlottetown and the Heritage Award from the Prince Edward Island Museum & Heritage Foundation.



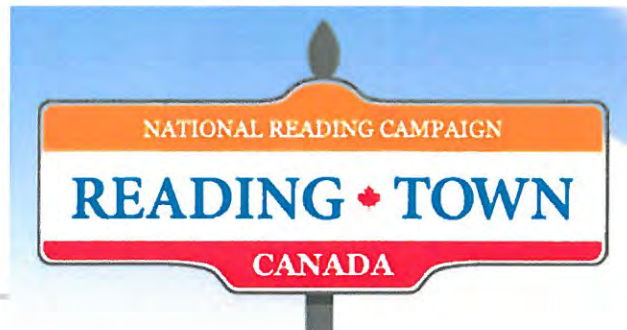
## Project Reports continued

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### Raise A Reader

Staff and Board of the Alliance joined the efforts of The Guardian and Journal Pioneer to raise \$15,000 for literacy in PEI.



### Reading Town

Beginning in January, the staff of the Alliance began working on coordinating a one-week festival celebrating the love of reading in partnership with the National Reading Campaign and the Confederation Centre Public Library. The festival will take place in May 2015.



## Project Reports continued



### Free Books for Kids

Over the year we have distributed more than 3000 books to children. Pictured above is our free books table, sponsored by CUPE PEI, at Family Literacy Day. Below is a photo from our Books for Treats event at Halloween. Top right, is a photo of our cool books for kids fridge. We also distribute books through the Food Bank and to other community organizations that service low-income families. Below right is a photo of a bookmark we gave out with books for International Book Giving Day.



## Project Reports continued



### Family Literacy Day 2015

This was our 13th year hosting Family Literacy Day. 450 parents and children joined us at the Confederation Centre Art Gallery for this free event. The theme of this year's celebration was Digital Literacy. We hosted a variety of organizations who engaged families in hands-on digital literacy demonstrations such as website design video production and e-books. We also facilitated workshops for parents about age appropriate use of technology and online safety for children and families.

This year our celebration was sponsored by the Department of Education and Early Childhood Development, Department of Innovation and Advanced Learning, the City of Charlottetown and CUPE PEI.

Pictured at top is Minister MacIsaac proclaiming Family Literacy Day.

Pictured below is The Music Man performing for the families.

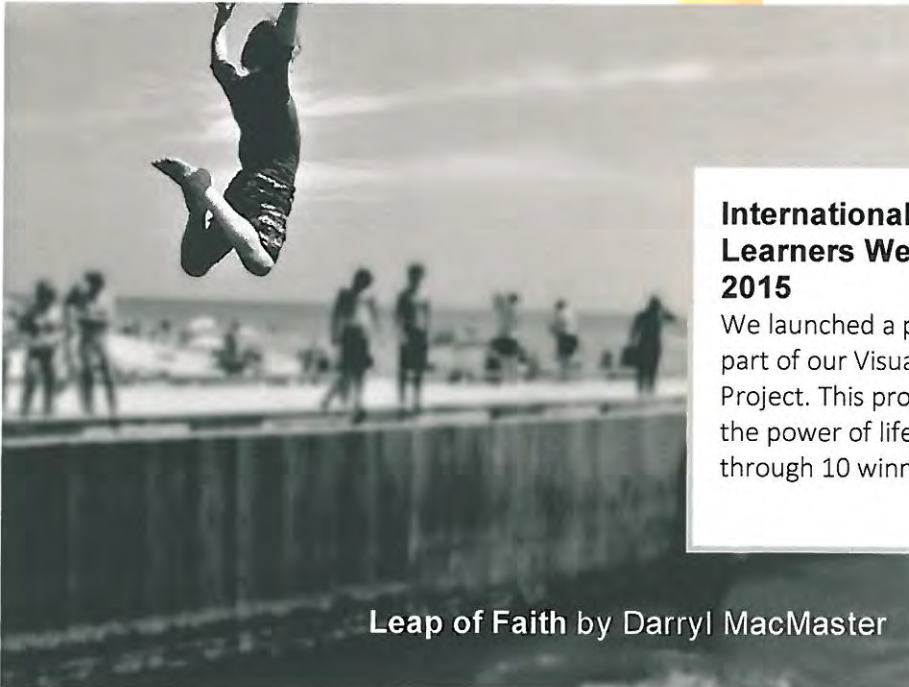




## Project Reports continued

### **Family Digital Literacy Project**

At our Family Literacy Day Celebration we launched a new project called Family Digital Literacy. We offered two short workshops for families at the celebration. In the new fiscal year, we will create an iPad lending library and train our Summer Tutors how to use technology to teach literacy. This project was made possible with funding from Telus Atlantic Canada Community Board.



### **International Adult Learners Week, March 2015**

We launched a photo contest as part of our Visualizing Literacy Project. This project illustrated the power of life-long learning through 10 winning photos.

Leap of Faith by Darryl MacMaster



# 2014 PGI Golf Tournament for Literacy

On June 14th a wonderful group of literacy supporters gathered at Belvedere Golf Course for our 23rd PGI in PEI.



### Deb Sioen won the Learner Achievement Award

"I am on the learning path to my dream because of my family's support and the PEI Literacy Alliance programs you are here to support. My kids are my biggest cheerleaders and motivators. When they introduce me to people they say 'this is my mom. She's gonna be a scientist'. It feels so great to be teaching them by example. It's never too late to learn."

~ During her speech at the banquet

This year \$30,000 was raised for literacy programs in PEI thanks to our sponsors, partners and volunteers.

Pictured here are our golf day volunteers.



PGI is a success thanks to our many business sponsors.

Special thank you goes to Master Packaging, our golf day sponsor.

Pictured here are David Lint and Linda Nowlan of Master Packaging.



## Bursary and Scholarship Winners

Part of the money raised at our PGI goes directly to adult learners to help them complete their studies. Here are some of our 2014-2015 bursary recipients.



## Our Staff 2014 - 2015

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*Jinny Greaves*  
*Executive Director*



*Amanda Beazley*  
*Program Coordinator*

## Contact the Alliance

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161 St. Peters Road  
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## Our Member Organizations 2014

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