

PEI
Literacy
Alliance



2015-2016 ***Annual Report***

April 1, 2015 to March 31, 2016

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2016 AGM Agenda

Call to Order

Ron MacDonald, Chair
Review and Approval of 2015 AGM Minutes

Auditor's Report

Rachael Mella, Mella and Shea Chartered Accountants
Appointment of Auditor for 2016-2017 AGM

Business Meeting

Treasurer's Report – Alan Duncan
Chairperson's Report – Ron MacDonald
Executive Director's Report – Amanda Beazley
Nominations Report – Ron MacDonald
Election
Introduction of new Board Members

Program Participant Experience

Kim MacKinnon and Reagan Fox-Corney, together with their tutors Cathy Favaro and Hannah Dykerman, share their experiences in our PEI Volunteers for Literacy and Summer Tutoring Program for Kids programs.



Cathy Favaro and Kim MacKinnon



Reagan Fox-Corney

Minutes of 2015 AGM

PEI Literacy Alliance 2015 Annual General Meeting
St. Paul's Church, Charlottetown
September 15, 2015
6:30pm

In Attendance

PEILA Board Members:

Tom Hilton, UPEI Faculty of Education
Karyn Noble, Canadian Union of Public Employees
Katherine McQuaid, Institute of Advanced Learning
Trina O'Brien Leggott, PEI Public Library Service
Alan Duncan, Greater Charlottetown Chamber of Commerce
Jennifer Bartlett-Bitar, PEI Speech and Hearing Association
Isabelle Dasylyva-Gill, Women's Network
Linda Fraser, Holland College

Member Representatives:

Minister Richard Brown, Department of Workforce & Advanced Learning
Barbara Macnutt, Department of Workforce and Advanced Learning
Susan MacKenzie, Department of Workforce and Advanced Learning
Minister Hal Perry, Department of Education, Early Learning & Culture
Katie MacDonald, Department of Education, Early Learning & Culture
Kathleen Casey, MLA
Deputy Minister Teresa Hennebery, Department of Family & Human Services
Jennifer Burgess, Department of Family and Human Services
Ron MacDonald, UPEI Faculty of Education
Nicky Hyndman, PEI Home and School Federation
Joyce Gaudet, PEI Professional Librarian's Association
Roseanne Gauthier, PEI Public Library Service
Carrie St. Jean, PEI Teacher's Federation
Gloria Welton, The Employment Journey
Lori Johnston, Workplace Learning PEI Inc.
Valerie Fitzpatrick, PEI Association for Newcomers to Canada
Mark Sandiford, Culture PEI
Sherry Barrett, Mi'kmaq Confederacy
Richard Lush, Native Council of PEI
Alana Leard, AIDS PEI

Special Guests:

Hon. Catherine Callbeck
Linda Weisman, Adult Educator
Dianne Smith

Minutes of 2015 AGM continued

Marlene MacDonald, Bookmark Inc
Lori Cheverie, Bookmark Inc
Isabelle Christian
Karen Bevaud
Mark Leggott, Robertson Library UPEI
Andrew Waite and Bruce Rooney, Musicians

Regrets

Board Members: Derek McEwen, Department of Education, Early Learning & Culture

Member Representatives: David Daughton, Community Legal Information Association
Martin Dutton, Learning Disabilities Association of PEI
Jane Ledwell, PEI Advisory Council on the Status of Women
Bridget Cairns, PEI Association for Community Living
Judy Bayliss, PEI Council of People with Disabilities
Linda Jean Nicholson, PEI Senior Citizens' Federation
Brian Oulton, PEI Trucking Sector Council
Lee Ellen Pottie, PEI Writers' Guild
BJ Willis, The Learning Partnership
Leo Cheverie, PEI Federation of Labour

Call to Order

Tom Hilton, Chair of the Board, welcomed everyone to our 25th Anniversary AGM. Tom introduced Members of the Alliance's Board. Quorum was established with 21 of 39 member group representatives present. Tom asked that the Minutes of the 2014 AGM be reviewed and moved that they be accepted. Alan Duncan seconded the motion. Motion carried.

Musical Performance

Andrew Waite and Bruce Rooney performed a song about literacy. The song was written about an adult who struggles with low literacy and the resulting challenges he faces in life. This song was written by Andrew Waite and Jordan Cameron and was first performed during Reading Town Canada in May 2015.

Auditor's Report

Tom Hilton introduced our auditor, Rachael Mella of Mella and Shea, who reviewed items from the 2014-2015 financial statements. Karyn Noble moved the acceptance of the 2014-2015 financial statement. Jennifer Bartlett-Bitar seconded the motion. Motion carried.
Katherine McQuaid moved to appoint Mella and Shea as the Auditor for 2015-2016 AGM.
Alan Duncan seconded the motion. Motion carried.

Minutes of 2015 AGM continued

Business Meeting

Treasurer's Report

Linda Fraser read the financial highlights of her Treasurer's Report.

Chairperson's Report & Executive Director's Report

Tom Hilton spoke to both the Chairperson's and Executive Director's Reports and addressed the challenges and successes the Alliance has had over the past year. Tom commended staff and Board for their hard work and dedication. He reviewed the Alliance's plan to provide three main programs in the coming year, the Summer Tutoring Program, PEI Volunteers for Literacy and the Love of Reading Program. Tom also thanked Trina O'Brien Leggott for her service as a Board Member with the Alliance. Trina is leaving the Board after providing much support and guidance over her 6 year term.

Review of Proposed By-Law Changes

Tom reviewed the proposed changes to by-law articles 3.1 and 3.4. The proposed change to article 3.1 would read: *Members of the PEI Literacy Alliance shall be organizations passionate about building a culture of literacy, learning and prosperity on PEI.* The proposed change to article 3.4 would read: *Every member organization has the right to: ii. Nominate a representative to be elected as a Director.*

Tom Hilton explained that the proposed changes would allow for-profit organizations with a stake in literacy and learning to be members. He emphasized the importance of working together to build a culture of literacy, learning and prosperity in PEI.

Mark Sandiford moved that the proposed by-law changes be accepted. Linda Fraser seconded the motion. Motion carried.

Nominations Report

Tom Hilton read the Nominations Report. The report states that we have room for 4 more Directors. Tom called for nominations from the floor three times. There were no nominations from the floor and no election was necessary.

Tom introduced 4 nominated Board Members: Roseanne Gauthier, Ron MacDonald, Nicky Hyndman and Sherri Barrett. Katherine McQuaid moved to accept all 4 nominees. Jennifer Bartlett-Bitar seconded. Motion carried.

Introduction of new Board Members

Tom Hilton introduced 4 newly appointed Board Members:

Nicky Hyndman is a Director on the Board of the PEI Home and School Federation. She is also an assistant professor at UPEI in the Family Science Program.

Sherri Barrett is the Director of Employment Services at the Mi'kmaq Confederacy.

Roseanne Gauthier is the Youth Services Librarian with the PEI Public Library Service.

Ron MacDonald is the Dean of Education at the University of Prince Edward Island. Ron is the newly appointed Chair of the Literacy Alliance.

Minutes of 2015 AGM continued

Remarks from Incoming Board Chair

Ron MacDonald remarked that he is excited to join the Board at the Alliance and said that building a culture of literacy, learning and prosperity is a goal that is well aligned with his work at the Faculty of Education. He noted the excellent work that the Alliance does and is looking forward to helping the Alliance grow. Ron outlined the areas in which the Alliance will move forward including; filling gaps in literacy services through program development and delivery, promoting and celebrating of literacy and learning, and connecting educational stakeholders with the aim of building a culture of literacy, learning and prosperity. He noted that we will need to provide quantitative and qualitative data that supports our programs and that we will need to work on publicizing that the inherent scope of literacy includes numeracy, amongst other skills. Ron also stated that in order for the Alliance to move forward with program development and delivery that we will need a five-year stable funding model.

Keynote Address

Tom Hilton introduced Elizabeth Beale, former President and CEO of Atlantic Provinces Economic Council and member of the Board of Economic Advisors to Premier MacLauchlan. Elizabeth addressed 'The Benefits of Literacy for Economic Prosperity'. Elizabeth began her address by stating that literacy policy is central to good economic policy. She commented that too many Canadians are being left behind, which is hurting our economy. Canada has an increasing demand for skills and a shrinking labor force and cannot afford to leave anyone behind. Elizabeth stated that commitment must be made from Government and the private sector to tackle the issue of low literacy. She cited that according to IALS and PIACC, a significant number of Canadians, 4 out of 10, have low literacy skills, which affects their ability to get and keep a job, participate in job training and participate fully in their community. She noted that according to the same studies, PEI is ranked in the middle of the pack compared to other provinces in Canada. However, PEI has a higher rate of graduation through its school system. She also stated that an improvement in literacy skills would improve labor market outcomes. She demonstrated the enormous demand for enhanced technology skills in the workforce and remarked that even traditional sectors are changing quickly and requiring a higher level of proficiency. Elizabeth cited that a 1% increase in the literacy skills of Canada's workforce will result in 2.5% more productivity, a return is 3 times higher than investing in equipment. She also commented on the lack of understanding from Government and the private sector on the returns of investing in literacy. Elizabeth closed the evening by saying that we need to realize that low literacy skills in the workforce is not a singular problem and does not have a one-size-fits-all solution. She underscored that Canada needs workplace education, adequate resources for those who have not graduated through the school system and skill development programs for immigrants. She also commented on the need to put pressure on the school system to ensure that students are not graduated without adequate skills. Elizabeth reminded everyone that although fixing these issues requires significant resources, an investment in literacy will build up the economy of PEI and Canada.

Adjournment

Ron MacDonald thanked Elizabeth and adjourned the meeting at 8pm.

Treasurer's Report



It is with pleasure that I am able to present the accounts of the PEI Literacy Alliance for the year ending March 31, 2016. As has been previously communicated, the lack of secure long term funding, especially from the Federal Government continues to be a major concern for the Alliance. As a result, the Alliance is reporting expenses in excess of revenue of \$58,624. Without a secure long term funding model, the long term future of the Alliance remains insecure.

The Board and Executive have lobbied vigorously for the re-introduction of the core funding model from the Office of Literacy and Essential Skills that was cut by the previous Federal Government in 2014. Core funding was intended to help recipients run their organizations in an administratively sound and accountable manner to enable them to carry out their ongoing activities in support of their mandate and the needs of the literacy and essential skills field. Despite election promises and re-assurances from our local MPs, nothing has been put in place at the date of the report to replace this key source of funding support.

As a consequence of the funding shortfall, the Board has had to make difficult strategic decisions to conserve the funds of the Alliance. A number of activities previously undertaken were not offered in order to ensure the Alliance was able to provide key services to the community. The major initiative continues to be the Summer Tutoring Program for Kids. The Alliance thanks the funding partners, especially the Provincial Department of Education, Early Years and Culture and the Department of Workforce and Advanced Learning, for their continued support in making it possible to deliver this vital program across the province. In the summer of 2015, over 750 children were able to take advantage of the programming, keeping them on track to improve and increase their literacy skills.

Government funding continues to focus on the delivery of specific programs to achieve their goals. This funding model does not recognise the need for administrative support to be available to provide the structure, planning and co-ordination of these programs.

Treasurer's Report

The Alliance has ongoing administrative costs of just over \$100,000 annually that must be met from other sources. The PGI Golf tournament has been a major fund raiser for the organization. We thank all our supporters of this event that provided a \$26,091 contribution to the administration of programs through the Alliance. The Alliance has been able to draw on resources that have previously been accumulated, but these are being diminished and without significant secure long term funding the long term future of Alliance remain precarious.

I would like to thank the work of the Executive Director and staff, and of all the volunteers that continue to ensure the literacy needs of the Province are addressed and that activities are undertaken to address this unseen inhibitor to individuals' growth and prosperity.

Finally, a special thank you to all donors and supporters that help keep the Alliance afloat and able to address the literacy issues that still remain endemic on Prince Edward Island.

Alan Duncan, Treasurer

Chairperson's Report



Dear Friends of the Alliance,

I will begin my report by outlining the mandate of the PEI Literacy Alliance. We aim to:

1. Fill the gaps and services with respect to Literacy;
2. Deliver programs, such as the Summer Tutoring Program for Kids and the PEI Volunteers for Literacy Program;
3. Promote and Celebrate literacy and learning on PEI; and
4. Connect other educational stakeholders with the aim of building and supporting a culture of Literacy.

This time last year, the principle message at the AGM was that the Alliance is doing wonderful work, but funding is still needed, or our doors will close. A great deal of effort has gone into fundraising since federal funding was cut in June of 2014.

To date, with the great work of our staff, our doors are still open. They have been able to secure private donations and some funding through the Department of Workforce and Advanced Learning, in particular Skills PEI, the Department of Education, Early Learning and Culture and through fund raisers such as the Peter Gzowski Invitational Golf Tournament, the Raise a Reader Campaign (sponsored by the Guardian and the Journal Pioneer) and other means. Much energy has been put into fundraising. Thank you to Amanda Beazley, Jinny Greaves, Gina Hyson, Jane McIsaac (who coordinated the PGI tournament in 2016) and Kate Dempsey!

We were also able to keep our doors open by cutting programming, to some degree. In 2015, we tutored 759 students through the Summer Tutoring Program for Kids. In 2016, that number was reduced to just over 600 students. In 2015, we piloted a Mathematics Achievement Program which provided a fun camp for kids to play while learning math during teacher professional development days. In 2016, we will not be running the Mathematics Achievement Program. Of utmost importance, it must be shared that that the reserve of funds we have accumulated over many years will be depleted this time next year.

Chairperson's Report

It's also important to note that since 2014 our staff has been reduced from three fulltime positions to one full time staff with our Executive Director, Jinny Greaves, on temporary leave.

In 2017, there may not be an AGM. We, at this time, need federal funding returned, which has been promised during the election. We are grateful that our Provincial Government, our M.P.s and Senator Elizabeth Hubley support for the work of the Alliance. We have two key initiatives in the works to ensure that Federal funding is reinstated:

1. We have been successful in getting shortlisted for a Federal Call for Proposals for literacy and essential skills projects. The final document was submitted just this month, and we hope to hear back soon regarding this funding. This was a collaborative submission with Literacy Nova Scotia, Literacy Coalition of New Brunswick and Literacy Newfoundland.
2. Furthermore, in the spirit of collaboration and cooperation, we have formally joined forces with N.S, N.B and NFLD to form a regional Literacy coalition. We, as the coalition, have submitted a written submission to the House of Commons Standing Committee on Finance and hope to present to them in the coming weeks. This second federal ask will be for core funding to support our separate organizations as well as our collaboration. By working together, regionally, for the causes of Literacy, we see much benefit. We can learn and grow together.

So, while I say our doors may close, I am also optimistic that our doors will remain open, and that we will increase presence, our work and continue to improve literacy on PEI, as well as the region.

Sincerely,

Ron MacDonald, Chair

Executive Director's Report

Dear Friends and Members of the Alliance,

This past year has brought much change within our organization, including the temporary leave of our Executive Director, Jinny Greaves. In September of 2015, I became the Acting Executive Director and the only permanent staff member working at the Alliance. At the same time, we welcomed Ron MacDonald as Chair of the Board. Ron has excelled in his new role and has been an exceptional mentor to me as I have adjusted to my new position.



It has, without doubt, been a very challenging time for the Alliance. The lack of stable funding has made it difficult to achieve our goals, but it has also encouraged us to find new ways to work on the issue of literacy, and overall, we have had another successful year.

I am very grateful to many people for ensuring this success. I would like to thank Jinny Greaves for her unwavering support, despite the incredible challenges she has faced over the past year. Thank you to the Board, especially the Executive, for your dedication and hard work. Thank you to interim staff members Gina Hyson, Kate Dempsey, and our summer tutors and math camp leaders, whose time and talents have made all the difference in our programs. Thank you to our PGI Committee, whose commitment to the cause is nothing short of astounding. Thank you to our sponsors, partners and donors for your generosity and continued support. Thank you to our volunteers who believe in giving of themselves to help build a culture of literacy and learning in PEI.

I look forward to continuing the work of the Alliance in the coming year and to welcoming Jinny back to the team in February 2017.

Sincerely,

Amanda Beazley, Acting Executive Director

Nominations Report

According to our Constitution we can have 7 - 10 Directors on our Board. We can accept nominations from the floor. This year we are very fortunate that seven Board Members are eligible to serve for at least another year.

The following Directors will serve the second of their first two-year term with the Board in 2016/2017:

Ron MacDonald, <i>UPEI Faculty of Education</i>	Chair
Nicky Hyndman, <i>PEI Home and School Federation</i>	Director
Roseanne Gauthier, <i>PEI Public Library Service</i>	Director
Sherri Barrett, <i>Mi'kmaq Confederacy of PEI</i>	Director

The following three Directors are eligible and will stand for re-election to serve another 2-year term beginning in 2016/2017:

Linda Fraser, <i>Holland College</i>	Vice Chair
Jennifer Bartlett-Bitar, <i>PEI Speech and Hearing Association</i>	Director
Derek McEwen, <i>Department of Education, Early Learning and Culture</i>	Director

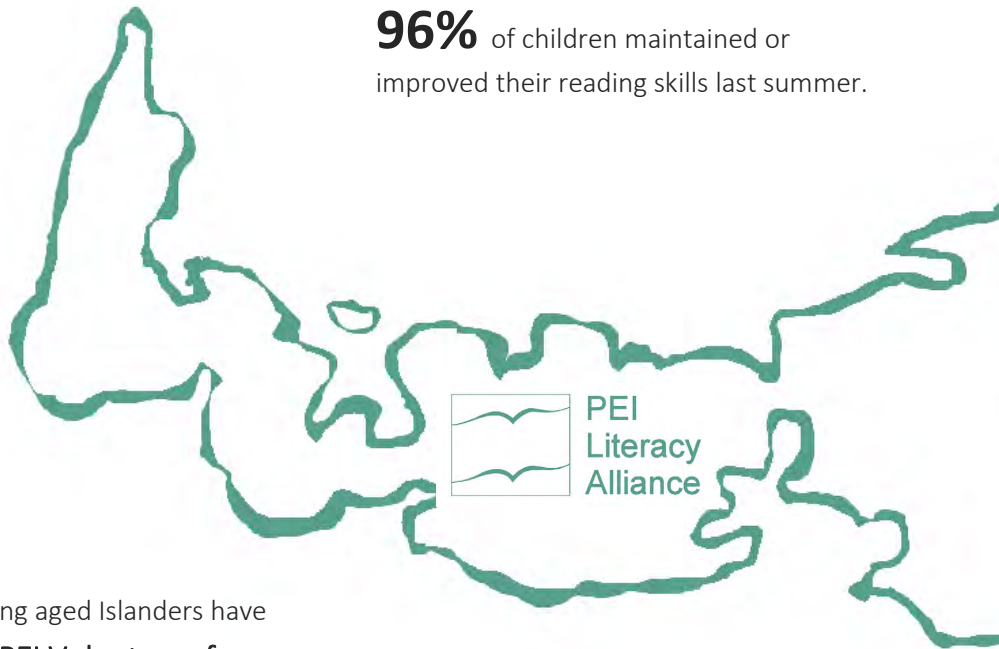
Our Impact

Over **21,000** books have been given to children and families in need across PEI through our **Free Books for Kids Program** since 2010.

10,244 children have been helped by our **Summer Tutoring Program for Kids**

362 Post-secondary students have been employed by the program.

96% of children maintained or improved their reading skills last summer.



45% of working aged Islanders have low literacy skills. **PEI Volunteers for Literacy** is the only program that provides free tutoring for adults with low literacy skills in PEI.

93% of learners in the program have gained confidence in their skills.

\$135,250 has been awarded to adult learners who are working towards their GED through our **Adult Learner Bursary Program** since 2002.



30 elementary students attend free camp days throughout the school year in our **Mathematics Achievement Program**. This pilot program aims to build skills and confidence in kids who struggle the most in math.



\$30,000 is raised each year through our **PGI Golf Tournament for Literacy**. This money is used for literacy programs in PEI.

Our Partners and Sponsors

Thank you to our partners and sponsors for providing the funding and support that enables us to deliver our programs and services to Islanders.

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!

Some of our program partners over the past 5 years have included:

- PEI Department of Education, Early Years and Culture
- PEI Department of Workforce and Advanced Learning
- PEI Public Library Service
- Service Canada
- Master Packaging
- PEI English and French Language School Boards
- Skills PEI
- Office of Literacy and Essential Skills
- PGI Canada
- The Guardian
- CBC PEI
- Post Media Raise-a-Reader
- Telus Community Grants
- United Way of PEI
- Community Foundation of PEI
- Holland College
- UPEI
- First Book Canada
- Upper Room Food Bank

Summer Tutoring Program for Kids 2015

24 tutors worked one-to-one with 759 children to help maintain their literacy skills over the summer months and cultivate a love of learning. With funding from Skills PEI and Telus Community Investment we were able to provide tutors with digital literacy training. Tutors also had access iPads and digital resources to use with students during their tutoring sessions. Pictured below are Summer Tutor, Jenna MacDonald with her student, Jonah Garvey, former Minister of Education, Hal Perry and Summer Tutoring Coordinator, Gina Hyson.



Raise A Reader

Staff and Board of the Alliance joined the efforts of The Guardian and Journal Pioneer and volunteers from across the Island to raise a recording breaking \$16,629.20 for literacy programs in PEI!





PEI Volunteers for Literacy

With funding support from the United Way of PEI and New Horizons for Seniors, we launched a free one-to-one tutoring program for adult learners who would like to improve their literacy skills. In October 2015, 12 volunteer tutors were trained and matched with 12 adult learners. This program runs year round and Island wide. We hope to expand the program in the fall of 2016.



Reading Town

The staff of the Alliance coordinated a one-week festival celebrating the love of reading in partnership with the National Reading Campaign and the Confederation Centre Public Library. The festival took place from May 2-9, 2015. Community groups, businesses and individuals hosted fun-filled events throughout the week. The Alliance participated in the installation of six tiny lending libraries in downtown Charlottetown.



Free Books for Kids

Over the year we have distributed more than 3500 books to children.

This year, we partnered with the PEI Public Library Service to collect donations of new and gently used children’s books to be put in family Christmas Hampers at food banks in Charlottetown, Montague and Summerside.

Family Literacy Day 2015

Due to funding cuts, the Alliance has had to make some hard decisions about the programs we offer. Unfortunately, this year we were unable to host our annual Family Literacy Day celebration. However, the PEI Public Library Service did host smaller events in libraries across PEI.





Mathematics Achievement Program

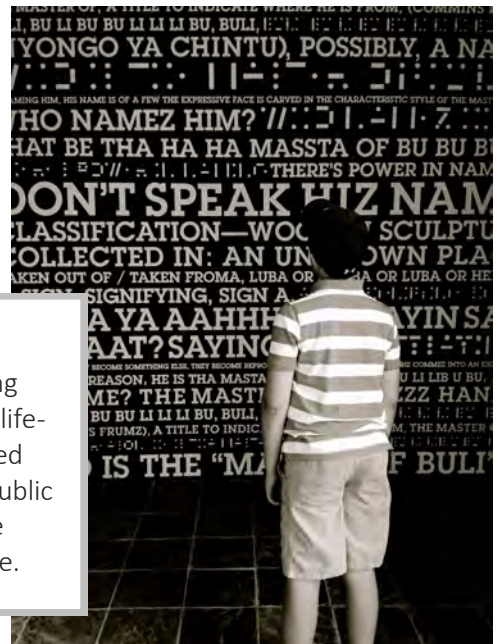
We partnered with UPEI to deliver a new program that offered elementary students free math camps on PD days throughout the school year. Camp days were filled with engaging activities designed to help improve students' numeracy skills.

The Department of Workforce and Advanced Learning matched monies raised at Raise a Reader in September 2015, which provided some of the funding for this very successful pilot program.



International Adult Learners Week 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. We featured the winning photos during Reading Town in May at public libraries across PEI. Photo shown here was one of the winners, Exploring the Art of Words, by Alana Sprague.



PGI Golf for Literacy 2015

On June 12th a wonderful group of literacy supporters gathered at Belvedere Golf Course for our 25th Peter Gzowski Invitational Golf Tournament for Literacy in PEI.



Will Augustine Recipient of the PGI Learner Achievement Award

"I am determined to complete my GED. Let me tell you, it's not as easy as I anticipated. This goal, I'm attempting to achieve, will not only satisfy me with pride but this will mean the world to my parents. My folks raised us to be very respectful and education was priority number one. Thankfully, it's never too late to go back to school."

~ During his speech at the banquet



This year \$33,000 was raised for literacy programs in PEI. Many thanks to our sponsors, partners and volunteers for making our PGI a success. A special thank you goes to our Golf Day Sponsor, Master Packaging.

We were very pleased to host special guests Ms. Irving of Master Packaging, Honourable Catherine Callbeck and Summer Tutoring Program student Layla Cobb at this year's banquet.



ON The Behalf of all
Children that
have been helped by P.E.I
Literacy Alliance, thank
You for Supporting Literacy
in P.E.I

Adult Learner Bursary Winners 2015

Part of the money raised at our PGI goes directly to adult learners to help them complete their studies. Many thanks to our 2015-2016 PGI Bursary Sponsors; Master Packaging, Holland College, The Guardian, APM, The Mount and Mi'kmaq Confederacy for their support.



Our Staff



Jinny Greaves
Executive Director



Amanda Beazley
Acting Executive Director

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Members of the PEI Literacy Alliance

AIDS-PEI	PEI Department of Family and Human Services
Canadian Mental Health Association-PEI	PEI Department of Workforce and Advanced Learning
Canadian Union of Public Employees	PEI Family Violence Prevention Services
CHANCES Family Centre	PEI Federation of Labour
Collège Acadie Î.-P.-É.	PEI Home and School Federation
Community Legal Information Association	PEI Professional Librarians' Association
Culture PEI	PEI Public Library Service
Early Childhood Development Association of PEI	PEI Senior Citizen's Federation
Greater Charlottetown Area Chamber of Commerce	PEI Speech and Hearing Association
Holland College - Adult and Community Education	PEI Teachers' Federation
Institute of Advanced Learning	PEI Trucking Sector Council
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Mi'kmaq Confederacy of PEI	The Acorn Press
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PEI Association for Newcomers to Canada	Women's Network PEI
PEI Business Women's Association	Workplace Learning PEI Inc.
PEI Council of People with Disabilities	
PEI Department of Education, Early Learning and Culture	

Thank you to all of our supporters.
Together we are building a culture of literacy and learning in PEI.

