

**PEI
Literacy
Alliance**



**2016-2017
Annual Report**

April 1, 2016 to March 31, 2017

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March 31st, 2017



Dear friends of literacy,

For 27 years, the PEI Literacy Alliance has been helping Islanders of all ages and stages improve their literacy skills.

However, our work is not done. 46% of Islanders still struggle with reading, writing, document use, and numeracy.

We at the Alliance aim to create a culture of literacy and learning where all Islanders can succeed, develop their skills and contribute to the prosperity of our Island.

We know that improving literacy levels has the real potential to make our communities safer, healthier and more prosperous.

Invest in literacy today and help build a strong community tomorrow.

Sincerely,

Ron Macdonald, Chairperson

1. Meeting Agenda

Welcome

Opening Ceremony

Guest Speakers

Business Meeting

- Call to order
- Approval of 2016 AGM minutes
- Reports
- Election of Board Members

Announcement

2. Minutes of 2016 AGM

September 27, 2016
6:00 to 7:30pm
Murchison Centre, Charlottetown

In Attendance

PEILA Board Members: Ron MacDonald, UPEI Faculty of Education
Tom Hilton, UPEI Faculty of Education
Karyn Noble, Canadian Union of Public Employees
Katherine McQuaid, Institute of Advanced Learning
Roseanne Gauthier, PEI Public Library Service
Sherri Barrett, Mi'kmaq Confederacy
Jennifer Bartlett-Bitar, PEI Speech and Hearing Association
Linda Fraser, Holland College
Nicky Hyndman, PEI Home and School Federation
Alan Duncan, Greater Charlottetown Area Chamber of Commerce

Alliance Staff: Amanda Beazley, Acting Executive Director
Jinny Greaves, Executive Director

Member Representatives:

Minister Doug Currie, Dept. of Ed., Early Learning and Culture
Judy Bayliss, PEI Council of People with Disabilities
Catherine Freeze, Department of Family and Human Services
Heidi Riley, The Employment Journey
Lori Johnston, Workplace Learning PEI Inc.
Ellen Mullally, PEI Association for Newcomers to Canada
Mark Sandiford, Culture PEI
Cybelle Rieber, AIDS PEI
BJ Willis, The Learning Partnership
Leo Cheverie, PEI Federation of Labour
Matt MacDonald, Community Legal Information Association

Guests:

Chelsey Rogerson, MP Sean Casey's Office

Minutes of 2016 AGM continued

David Beaton, Holland College
Kim MacKinnon, Adult Learner with PEI Volunteers for Literacy
Cathy Favaro, Tutor with PEI Volunteers for Literacy
Reagan Fox-Corney, student with Summer Tutoring Program for Kids
Hannah Dykerman, tutor with Summer Tutoring Program for Kid
Matthew Lawrence, Coast to Coast for Comics
Norman Finlayson, PGI Committee
Nora MacCarthy-Joyce, Family Services PEI
Dianne Smith, Smith Lodge

Regrets

Board Members:

Derek McEwen, Department of Education, Early Learning and Culture

Member Representatives:

Minister Richard Brown, Dept. of Workforce and Advanced Learning
Barbara Macnutt, Dept. of Workforce and Advanced Learning
Minister Tina Mundy, Dept. of Family and Human Services
Deputy Minister Teresa Hennebery, Dept. of Family and Human Services
Bethany MacLeod, PEI Teacher's Federation
Kevin McLean, Native Council of PEI
Hannah Bell, PEI Business Women's 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
Trina O'Brien Leggott, PEI Professional Librarian's Association
Linda Jean Nicholson, PEI Senior Citizens' Federation
Brian Oulton, PEI Trucking Sector Council
Lee Ellen Pottie, PEI Writers' Guild
Sonya Hooper, Early Childhood Development Association
Bev Thompson, Canadian Mental Health Association
Ann Robertson, CHANCES Family Centre
Terry Lee Bulger, Acorn Press
Danya O'Malley, PEI Family Violence Prevention Services
Michelle McCallum, Women's Network PEI
Colette Aucoin, College Acadie IPE

Minutes of 2016 AGM continued

Call to Order

Ron MacDonald, Chair of the Board, welcomed everyone to our 26th AGM. Ron introduced Members of the Alliance's Board and staff in attendance. Quorum was established with 20 of 38 member representatives present. Ron asked that the agenda for the 2016 AGM be reviewed and asked for a motion of approval. Tom Hilton moved to approve the agenda. Mark Sandiford seconded the motion. Motion carried.

Ron asked that the Minutes of the 2015 AGM be reviewed and asked for a motion of approval. Linda moved to approve the Minutes of the 2015 AGM. Tom Hilton seconded the motion. Motion carried.

Auditor's Report

Ron introduced our auditor, Rachael Mella of Mella and Shea Chartered Accountants. Rachael reviewed items from the 2015-2016 financial statements. Ron asked for a motion of approval for the financial statements. Mark Sandiford moved the acceptance of the 2015-2016 financial statements. Sherri Barrett seconded the motion. Motion carried.

Ron asked for a motion of approval to appoint Mella and Shea Chartered Accountants as the Auditor for 2016-2017 fiscal year. BJ Willis moved to appoint Mella and Shea as the Auditor for 2016-2017 AGM. Leo Cheverie seconded the motion. Motion carried.

Treasurer's Report

Alan Duncan spoke to his Treasurer's Report from the 2015-2016 Annual Report. He thanked our sponsors and funding partners for their contributions. Alan noted that the fundraising efforts of Board and staff over the past year has helped to keep the Alliance afloat. He thanked our PGI sponsors as well as The Guardian and Journal Pioneer who host the annual Raise a Reader campaign. He spoke to the need to have Federal funds for administration of the Alliance in order to develop, deliver and maintain literacy programs in PEI. Alan concluded by saying that literacy is a key indicator of prosperity and the continued work of the Alliance is needed to improve literacy in PEI.

Minutes of 2016 AGM continued

Chairperson's Report

Ron read his report from the 2015-2016 Annual Report.

Executive Director's Report

Amanda Beazley, Acting Executive Director, read her report from the 2015-2016 Annual Report.

Nominations Report

According to the PEI Literacy Alliance's Constitution, the Board can have 7-10 Directors. Currently, seven Directors are eligible to serve for at least one more year.

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

- Ron MacDonald (Chair), UPEI Faculty of Education
- Nicky Hyndman, PEI Home and School Federation
- Roseanne Gauthier, PEI Public Library Service
- Sherri Barrett, Mi'kmaq Confederacy

Ron called for nominations from the floor 3 times. There were no nominations from the floor. Ron asked for a motion to close nominations. Katherine McQuaid moved to close nominations. Karyn Noble seconded. Motion carried.

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

- Linda Fraser (Vice-Chair), Holland College
- Jennifer Bartlett-Bitar, PEI Speech and Hearing Association
- Derek MacEwen, PEI Department of Education, Early Years and Culture

The following nominees stand for election to the Board in 2016/2017:

- Ellen Mullally, PEI Association for Newcomers to Canada
- Jeff Murphy, Greater Charlottetown Area Chamber of Commerce

Minutes of 2016 AGM continued

- Sonya Hooper, Early Childhood Development Association of PEI

Tom Hilton moved to acclaim all 6 nominees standing for election. Nicky Hyndman seconded. Motion carried.

Introduction of new Board members

Ron welcomed Board members Linda Fraser, Derek MacEwen and Jennifer Bartlett-Bitar for another term. He introduced the 3 newly appointed Board Members Ellen Mullally, Jeff Murphy (as Treasurer) and Sonya Hooper. Ron also thanked leaving Board members Alan Duncan, Tom Hilton, Katherine McQuaid and Karyn Noble for their hard work and dedication to the Alliance during their time on the Board.

Program Participant Experience

Ron introduced volunteer tutor, Cathy Favaro and adult learner, Kim MacKinnon from our PEI Volunteers for Literacy program. This program offers free one-to-one tutoring for adult learners to improve their literacy skills.

Cathy Favaro is a retired professional from the literacy field as a Resource Teacher in PEI. She also has experience working with adult learners through the Laubach Literacy program. She has been tutoring Kim with our program since December 2015. Cathy is proud of Kim for having the courage to come forward to get help learning how to read. Cathy is inspired by how hard Kim has worked and how far she has come in improving her literacy skills.

Kim MacKinnon shared her experience of being an adult with low literacy. Before Kim came into our program she felt that she couldn't learn and that life was miserable. Kim worked hard in school, but did not have a lot of success due to a learning disability. She spent many years working for minimum wage and found it difficult to keep a job. Kim struggled financially and socially because of her lack of literacy skills. After working with Cathy over the past 10 months, Kim feels that her life has changed completely now that she has learned how to read. She has experienced a boost in confidence and self-esteem. Kim now reads for pleasure and help her daughters with their homework. She

Minutes of 2016 AGM continued

wants to stay in our program and work toward getting her GED. Kim attributes much of her success to Cathy for being a great support and teacher. Kim concluded by saying "It's amazing how much you can learn with the right teacher, it's a much brighter future for me now."

Ron thanked Kim and Cathy for sharing their experience and invited Summer Tutoring Program for Kids (STPK) student Reagan Fox-Corney and her tutor, Hannah Dykerman to speak. The STPK offers free one-to-one tutoring for elementary students across PEI in July and August. To date, the STPK has tutored over 10,000 Island students.

Reagan Fox-Corney is a grade 4 student in Charlottetown. She has been a participant in the STPK for three years and this year Hannah Dykerman was her tutor. Hannah began by saying that her job as a summer tutor has been the most rewarding experiences of her life. She feels that this experience will help her in pursuing her diploma as a Youth Social Worker at Holland College.

At their first tutoring session, Hannah noticed that Reagan was nervous about reading. Reagan had recently transferred to English from the French Immersion program at her school and was not confident in her ability to read in English. Hannah introduced Reagan to some fun reading activities, books and games to engage Reagan and boost her confidence. Over the course of the summer, Reagan quickly advanced in reading skills, moving from level C to level G. Reagan remembers when she first tackled a level G book, she said "The first time I read a level G book it was frustrating. Knowing you have a tutor to help you is great and it helped me a lot. When I finished reading the book I was like 'Yay! Wow!', I felt really proud of myself. I hope this program keeps helping kids like me."

Adjournment Ron asked for a motion to adjourn the meeting. Jennifer Bartlett-Bitar moved to adjourn the meeting at 7:20pm

3. Reports — Chairperson's Report



Ron MacDonald

Dear Friends,

The PEI Literacy Alliance aims to: 1) fill gaps in literacy services; 2) deliver needed programs; 3) promote and celebrate literacy and learning; 4) and connect stakeholders who want to build and support a culture of Literacy in PEI.

This time two years ago, the principle message I delivered was, "the Alliance is doing wonderful work, but funding is still needed. Despite many fundraising efforts, cash reserves are all but depleted."

To date, our doors are still open. Over the last two years, our Acting ED Amanda Beazley has worked above and beyond. In difficult financial times, she managed to secure program funding through various sources and many hours of work. Thank you Amanda for your time and passion.

Gina Hyson, our Youth Program Director has worked alongside Amanda and also deserves recognition for her diligence.

Much thanks also goes to our Literacy Champions in Ottawa: Senator Elizabeth Hubley, Senator Diane Griffin and MP Sean Casey. They are amazing advocates for Literacy.

Thank you to our Board of Directors for all of your hard work, persistence and dedication to the cause of Literacy for PEI. You have been a constant in the fray of what it is like to work in non-profit Board of Directors.

Lastly, on behalf of the Board and staff, I would like to thank and acknowledge the ongoing support from our Provincial government. They have been, and continue to be, our key programs supporter and partner.

Moving forward the Alliance hopes to:

- increase its programs to meet the current need
- collaborate with government and community to create an updated Provincial Literacy Strategy.
- Strengthen our partnership with other Atlantic Provinces

Sincerely,
Ron MacDonald

Reports continued — Executive Director's Report

Dear Members, Partners, Sponsors and Literacy Stakeholders,

For over 25 years, our organization has provided much needed literacy services to Islanders. In 2014, the federal government cut funding from literacy organizations across the country. Three years later, we are still facing the challenges of delivering our programs and services, while simultaneously fundraising and urging the federal government to reinstate funding.

A once vibrant and effective network of provincial, territorial and national literacy organizations has been dismantled. To date, only 8 of the original 15 organizations remain in operation. Given that 49% of Canadians have low literacy skills, it is imperative that we have funding support from our government.

We have formed the Atlantic Partnership for Literacy and Essential Skills, in collaboration with Literacy Nova Scotia and the Literacy Coalition of New Brunswick. Together, we have been negotiating a project proposal with the federal government for over 2 years. The project is still pending approval, even though they were underspent on their 2015/16 budget by \$13,133,194. During pre-Budget consultations in 2016, we delivered a strong presentation to the House of Commons Standing Committee on Finance. The 2017 federal budget has since been approved, and we still have been told how funds for skills development will translate at the community level.

Lack of stable financial support has drastically compromised our ability to: deliver core literacy services in our communities; respond to emerging literacy needs; ensure the success of long term projects; collaborate and share best practices with other community organizations. Please write to your Member of Parliament and encourage the federal government to provide core funding for literacy.

Lastly I'd like to thank our dedicated Board Members, staff, partners and sponsors for all their hard work and determination.

Sincerely,
Amanda Beazley



Amanda Beazley

Reports continues — Treasurer's Report



Dear Stakeholders,

As a not for profit, the PEI Literacy Alliance is funded by grants from the Provincial and Federal Governments, and to a lesser degree, donations from businesses and individuals. Total revenue from these sources totaled \$267,000 in fiscal 2017.

The majority of these grants are project based, meaning that they cannot be used to fund general administrative expenses, such as the salaries of employees to actually run the organization. Until 2014, general administrative expenses were funded by a core funding grant of \$150,000 per annum

from the Federal Government. In 2014, the Harper Regime cut funding to literacy groups across Canada. Most have since closed. The PEI Literacy Alliance has managed to remain open by drawing down on cash reserves and by reducing services, in hopes that core funding would eventually be restored.

The Alliance ended fiscal 2017 with a cash balance of \$63,000, versus a cash balance of \$140,000 at fiscal year ended 2015. Without reinstatement of core funding the Alliance would have had to cease offering services in the Fall of 2017, as part of an orderly wind down of operations.

Unfortunately, despite the hard work of our local Island MP's and Senators, the Trudeau Government has chosen to continue the Harper Regime's shameful literacy legacy by denying literacy group's requests to have core funding restored.

As Treasurer, on behalf of the Board, management and Literacy Alliance's clients, we would like to thank everyone who has supported the Alliance over the past year and continues to lobby on the PEI Literacy Alliance's behalf. A special thank you goes to Senator Elizabeth Hubley, Senator Diane Griffin and Member of Parliament Sean Casey.

Jeff Murphy, CFA, ICD.D
Treasurer

Reports continued — Auditor's Report

Please find the Auditor's Report attached.

2016 Appointed Auditor is Rachael Mella of Mella and Shea Chartered Accountants.



Mella & Shea and **Insight Marketing** pose at our PGI Golf Tournament for Literacy

Reports continue — Nominations Report

As per our Constitution, we can have 7 - 10 Directors on our Board and can accept nominations from the floor.

This year we are very fortunate that the following six Board Members are eligible to serve for 2017/2018.

Ron MacDonald, <i>UPEI Faculty of Education</i>	Chair
Linda Fraser, <i>Holland College</i>	Vice-Chair
Jeff Murphy, <i>Charlottetown Area Chamber of Commerce</i>	Treasurer
Jennifer Bartlett-Bitar, <i>PEI Speech and Hearing Association</i>	Director
Ellen Mullally, <i>PEI Association for Newcomers to Canada</i>	Director
Sonya Hooper, <i>Early Childhood Development Association</i>	Director

The following three Directors are eligible and will stand for re-election to serve another 2-year term beginning in 2017/2018:

Sherri Barrett, <i>Mi'kmaq Confederacy of PEI</i>	Director
Nicky Hyndman, <i>PEI Home and School Association</i>	Director
Roseanne Gauthier, <i>PEI Public Library Service</i>	Director

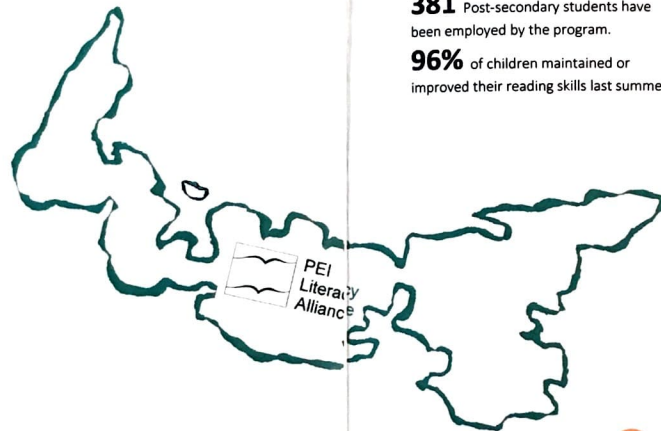
About The PEI Literacy Alliance

4. 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.

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.



\$139,250 has been awarded to adult learners who are working towards their GED through our **Adult Learner Bursary Program** since 2002.

10,788 children have been helped by our **Ready, Set, Learn Program** (formerly called, Summer Tutoring for Kids)

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

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

70 elementary students from the Charlottetown Area will attend free reading, writing and math camps on PD days throughout the school year in our new **Ready, Set, Learn Program**.

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

5. Our Programs

Ready Set Learn! (formerly called Summer Tutoring Program for Kids)



Gina Hyson
Youth Program Director

We provided free tutoring to 700+ children each year in English, French Immersion, Francophone and EAL programs.

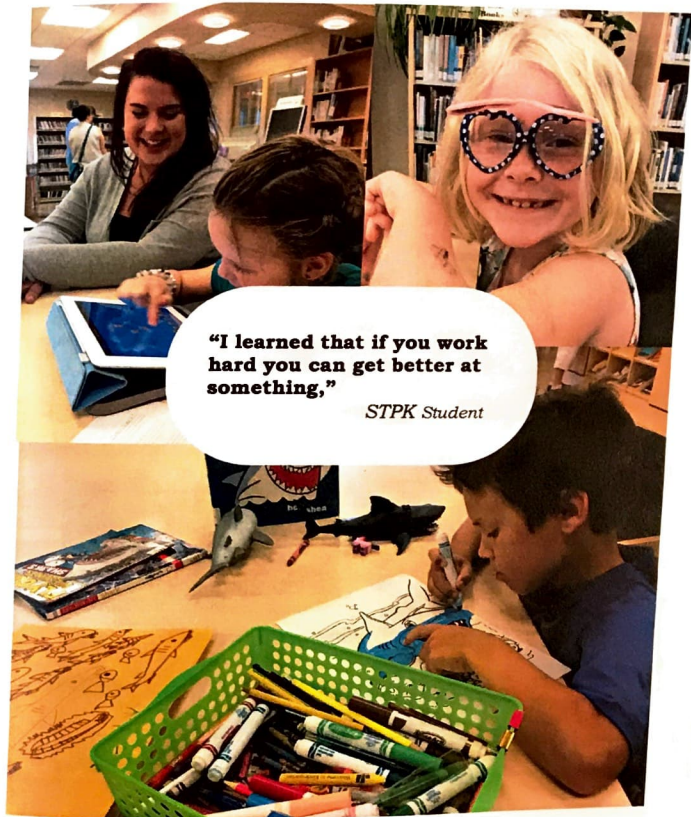
Each year resource teachers from all 48 elementary schools across PEI identify more than 1000 students who are struggling in the classroom.

The need for tutoring is greater than our program can accommodate. Resource teachers from across the province have told us they would refer many more students, if the space were available. In 2016, 200 students remained on the waitlist.

Service
Canada

Prince
Edward
Island
CANADA

Raise
a Reader



Free Books for Kids

We have distributed more than 21,000 books to children since 2002.



As few as 20 children's books in the home can improve the increase a child's future educational success. The more books you add, the more you increase that child's chance of future success. This fact is based on a 20 year study by the University of Nevada that looked at 27 countries.

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.



PEI Volunteers for Literacy

We continued to offer a free one-to-one tutoring program for adult learners who would want to improve their literacy skills.

This program runs year round and Island-wide.

This year, we trained 12 volunteer tutors and matched them with 12 adult learners. Many of these learners have told us they hope one day to get their GED.

This is the only free adult literacy tutoring program in PEI.

45% of working-aged Islanders don't have the literacy skills needed to participate fully in our knowledge economy



United Way
Prince Edward Island



Scholarship/Bursary Program *Scholarship Winner*

My name is **Kyla Thomson** and I am the recipient of the **Peter Gzowski/Harry MacLauchlan Memorial Scholarship**. I live in Belfast with my husband Brian, who is an electrician and our 3 children, Callum 10, Gavin 7, and Evie 3. I am a proud hockey and baseball mom and supporter of rural PEI.



After having a stillborn Baby boy in 2012, then going on to complete our family in 2013 with our daughter, I decided to overcome my hesitation of going back to school and pursue a career in nursing. This was an option I had never considered as a young adult, but life experience sometimes pushes you in directions that you may not have taken otherwise.

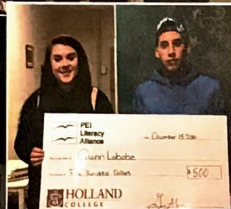
In the fall of 2015, I returned to school, attending Holland College Adult Education to upgrade my science credits to pursue this goal. However, on New Year's Eve of that year, our oldest child Callum was unexpectedly diagnosed with AML Leukemia which required my schooling to be set aside while my family fought this battle. Callum completed his treatments in August 2016 and is currently doing wonderful and is cancer free! Our life has settle back in and I am thrilled with my recent acceptance to the Practical Nursing Program at Holland College.

I am so grateful for the financial assistance which will lift some of the financial burden for my family as I pursue my goal of becoming a nurse while showing my children that it's never too late to pursue a dream and to draw strength from adversity.

Scholarship/Bursary Program *Bursary Winners*

We awarded five \$500 Bursaries this year. These bursaries help adult learners complete their GED studies.

Many thanks to our 2016-2017 PGI Bursary Sponsors (logos on cheques in photos).



PGI Golf Tournament for Literacy PRINCE EDWARD ISLAND Take the day off for great golf & a great cause!

On June 10th, a great group of literacy supporters gathered at Belvedere Golf Course for our 26th PGI Golf Tournament for Literacy. \$22,000 was raised.



Amanda Beazley presenting the Learner Achievement Award to Shelly Breau

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.

Shelly Breau was the winner of the Dianne Smith Learner Achievement Award

This Award is named after a determined learner. Dianne struggled in school and by grade eight, she had dropped out to work on the family farm. For years Dianne did manual labour jobs 7 days a week. In her late forties, Dianne decided it was time to work smarter, not harder. She took night classes and learn how to read. While still employed full-time, she attended night classes and began working toward her GED. The day before her 50th birthday Dianne received her GED in the mail. Since then she has become a successful business owner and an advocate for adults who have gone back to school to better their lives. It is the spirit of Dianne's determination that we presented this award to Shelly Breau who is also working toward her GED.

6. Highlighted Partnerships

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 almost \$17,000 for literacy programs in PEI!



Family Literacy Day

We worked closely with the *PEI Public Library Services* to support them in hosting this event.



Reading Town

We sat on the planning committee of Reading Town Week. Various events took place in Charlottetown during a week in May. More tiny libraries were installed.



'It's wonderful. When the library's not open there can be books accessed.' — *Kelly Cahill, Little Pond Brownie leader*

Atlantic Partnership for Literacy and Essential Skills

We formed an alliance with *Literacy NB and Literacy NS* to address the need for federal funding for literacy organizations. We travelled together to Ottawa's Parliament Hill.



7. Highlighted Program Sponsors



Service
Canada



Brighton
Construction Inc.

Lawtons
Produce Inc.



8. Members

AIDS-PEI

Canadian Mental Health Association-PEI

Canadian Union of Public Employees

CHANCES Family Centre

Collège de l'île

Community Legal Information Association

Culture PEI

Early Childhood Development Association
of PEI

Greater Charlottetown Area Chamber of
Commerce

Holland College - Adult and Community
Education

Institute of Advanced Learning

Learning Disabilities Association of PEI

Mi'kmaq Confederacy of PEI

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PEI Family Violence Prevention Services

PEI Federation of Labour

PEI Home and School Federation

PEI Professional Librarians' Association

PEI Public Library Service

PEI Senior Citizen's Federation

PEI Speech and Hearing Association

PEI Teachers' Federation

PEI Trucking Sector Council

PEI Writers' Guild

The Acorn Press

The Employment Journey

The Learning Partnership

UPEI, Faculty of Education

Women's Network PEI

Workplace Learning PEI Inc.

Together we are building a culture of literacy and learning in PEI



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