



**Thank you to all our supporters!**

Special **Thank You** this year goes to:

**Province of PEI**



For providing operational funding



2017/2018

**Annual Report**

April 1, 2017 to March 31, 2018

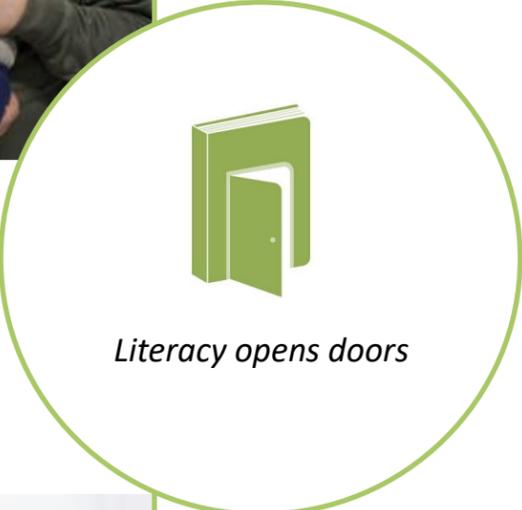
**Our Vision**

All Islanders are able to participate fully in their family, work, and community



**Our Mission**

To advance literacy for the people of Prince Edward Island



**Our Belief**

Building a culture of literacy and learning supports all Islanders to reach their full potential and helps build a better future for all



28 years helping Islanders improve their literacy skills

## Member Organizations

Canadian Mental Health Association	PEI Association for Community Living
Canadian Union of Public Employees (CUPE)	PEI Association for Newcomers to Canada
CHANCES Family Centre	PEI Business Women's Association
Collège du l'Île	PEI Council of People with Disabilities
Community Legal Information Association	PEI Family Violence Prevention Services
Creative PEI (formerly Culture PEI)	PEI Federation of Labour
Department of Education, Early Years and Culture	PEI Home and School Federation
Department of Family and Human Services	PEI Professional Librarian's Association
Department of Workforce and Advanced Learning	PEI Public Library Service
Early Childhood Development Association of PEI	PEI Senior Citizens' Federation
Greater Charlottetown Area Chamber of Commerce	PEI Speech and Hearing Association
Holland College	PEI Teachers Federation
Institute of Advanced Learning	PEI Trucking Sector Council
Learning Disabilities Association of PEI	PEI Writers' Guild
Mi'kmaq Confederacy of PEI	Scotiabank
Native Council of PEI	The Acorn Press
PEERS Alliance	The Employment Journey
PEI Advisory Council on the Status of Women	The Learning Partnership
	UPEI, Faculty of Education
	Women's Network PEI
	Workplace Learning PEI Inc.

## Chairperson's Message

Friends of Literacy,

For nearly 30 years, the PEI Literacy Alliance has been helping Islanders of all ages to acquire essential literacy skills.

While the organization has a wonderful legacy, there is still significant work to be done. Over 40% of Prince Edward Islanders still struggle with literacy in some form, be that reading, writing or numeracy.

The PEI Literacy Alliance's commitment to advocating for and supporting these Islanders, particularly the children, remains steadfast.

We know that improving literacy levels is the key to a safer, healthier and more prosperous Island community.

Sincerely  
Jeff Murphy, Chairperson



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## Staff



Amanda Beazley  
Acting Executive  
Director  
(to October 2017)



Jinny Greaves  
Executive Director



Gina Hyson  
Youth Programs  
Director



Katie Duffy  
Adult Programs  
Director

## Board of Directors



Jeff Murphy  
Chairperson



Linda Fraser  
Vice-Chair



Ron MacDonald  
Past Chair



Nathan Steeves  
Treasurer



Roseanne Gauthier  
Secretary



Jennifer Bartlett-  
Bitar



Sonya Hooper

## Nominations Committee's Report

**Presented by:** Jennifer Bartlett-Bitar

**Members:** Jennifer Bartlett-Bitar, Roseanne Gauthier and Jinny Greaves

**The work of the committee:** The Nominations Committee posted a job posting for new volunteer board members through social media, the Alliance's website, and in an email to the representatives of our member organizations. Once applications were received the committee reviewed them and interviewed candidates.

**Board Members who will serve another year or more:**

- Linda Fraser as Vice-Chair
- Roseanne Gauthier as Secretary



Jennifer Bartlett-Bitar

**Up for re-election:** Jeff Murphy, as Chair, Jennifer Bartlett-Bitar, and Sonya Hooper

**Appointed during the year to fill vacancies:** Nathan Steeves to fill vacant seat of Treasurer

**Nominations from the Board:** Nathan Steeves, Marcia Carroll and Colin Beck

**Nathan** has worked in commercial banking for 6 years, and is a bilingual Senior Client Relationship Manager with Scotiabank. He holds a MBA from the Sobey's School of Business, and a Bachelor of Science from Mount Allison University. Nathan has previously volunteered with Scotiabank Young Professionals, Scotiabank Money Talks Toastmasters Club, Ride for Diabetes Research, Heart and Stroke Foundation Hockey Heroes Weekend, and the Heart & Stroke Foundation. Nathan would like to use his skills gained as a commercial banker to help the PEI Literacy Alliance to reach its objective.

**Marcia** is the Executive Director of the PEI Council of Disabilities and owner of Carroll Consulting. Marcia is a graduate of UPEI and University of Winnipeg. She has 25 years experience in community development and non-profit work and over 20 years experience collaborating with provincial and federal funding partners. Marcia is passionate about the community sector, and has volunteered with many groups including: PEI Poverty Reduction Action Council, Provincial Disability Advisory Council, Coalition of Women in Government, PEI Working Group for Livable Income and wants to bring her expertise to the PEI Literacy Alliance.

**Colin** is a CPA with AC Stevenson & Partners, and is a graduate of both Dalhousie and UPEI. He has an expertise in the compliance of tax laws and accounting standards and planning. He is a published author of *Deferred Gains: A Practical Road Map to Earning the CPA Designation* and has previous volunteer experience with the Medical Society of Prince Edward Island, Big Brothers & Sisters, and Community Outreach. Colin believes that every child and adult deserve the opportunity and resources to develop their reading skills, and he wants to help deliver these opportunities to Islanders.

## Treasurer's Report

Dear Stakeholders,

As a not for profit, the PEI Literacy Alliance is funded by government grants, and to a lesser degree donations from businesses and individuals.

In 2014 the Alliance had its core funding of \$150,000 per year cut by the Harper Conservatives and the organization was forced to draw down on cash reserves to survive. In fall of 2017, the Province of Prince Edward Island restored core funding.

This restoration of funding has allowed the Alliance to plan for the future and to begin the long process of rebuilding our cash reserves.

While the Audited Financial Statements show a large profit in the fiscal 2018, this is largely the result of the timing of the receipt of the Provincial Government grant which was received just before year end. It is expected that our earnings will return to normal levels in the coming 12-18 months funds are deployed in a way consistent with ongoing operations.

The core funding agreement with the Province expires next year and we will be working closely with our partners in the Provincial Government to get this extended.

Notwithstanding the ongoing uncertainty with respect to long term funding, the Alliance is operating within its budget and is on track to meet its financial targets.

Nathan Steeves, Treasurer



Nathan Steeves

## Auditor's Report

The audited financial statements can be found in your folder handed out at registration.



## This Year's Highlights

### Raising Awareness of Literacy

#### Lobbying the Federal Government

We were in the news a lot this year. Amanda Beazley, Acting ED, lobbied the Federal Government to reinstate core funding to the Atlantic Literacy Coalitions. Although in August she received an official 'no' from Minister Hadju's office, the Alliance's story was heard. We received a lot of support from our current funders, volunteers, board members, member organizations and the community at large. As a result, the Provincial Government provided operational funding.



#### Supporting Family Literacy Day

The Public Library Service now hosts this event with our support. We held a photo booth for Islanders to tell us why Literacy matters to them.



#### Celebrating Literacy

We hosted a fun night with **Grownups Read Things They Wrote As Kids**. All the proceeds went to our literacy programs. Thank you for all who attended.

#### Posting on Social Media



Please visit our pages to see what we've been posting all year.



#### Promoting Plain Language

In Partnership with Stephanie Andrews of Investors Group, we presented a workshop on Plain Language.

## This Year's Highlights

### Ready Set Learn—Tutoring



This was our 17th year running **Ready Set Learn Program**. We hired 20 tutors who worked one-to-one with 749 students in grades K to 6. We continue to partner with the Public Library Service and all Elementary and Consolidated Schools across the Island.

#### Our funding partners include:

- Service Canada
- PEI Department of Education, Early Learning and Culture
- United Way of PEI
- PEI Public Schools Board
- Post Media's Raise A Reader
- PEI Association for Newcomers to Canada
- Mi'kmaq Confederacy of PEI
- La Commission scolaire de langue française



"I learned that reading can be fun!" **Mathias, Grade 3 Student**



"My son has been in this program for 2 years, and he has fun reading now! Thank you!" **Andrea, Parent**



"It's my third year tutoring with this program and I consider myself very fortunate to work with these students and enhance their learning over the summer months in a fun and positive environment." **Ellie, Tutor**

## Executive Director's Report

Dear Friends of Literacy,

I was thrilled to return to my role as ED in October 2017 after being off on medical leave for two years. I had some big shoes to fill after Amanda Beazley worked diligently and passionately to save the Alliance.



Jinny Greaves

Before settling back into my role as ED, I helped her prepare for the AGM last year. Leading up to that meeting there was a lot of stress and anticipation. We were preparing to announce that we would be closing our doors unless we received emergency operational funding. The Province of PEI came through at the 11<sup>th</sup> hour, and that AGM turned into a wonderful celebration.

Over the next six months, I was reminded of why I love my job and working in the field of literacy. I witnessed Gina, our Youth Programs Coordinator, develop and implement several Literacy Camps during the school year. Our curriculum developer, Isis Fluegge, worked with Gina to create amazing literacy activities. During one camp, they transformed a gym into a math carnival.

I also had the pleasure of getting to know some of our adult participants. Katie, our Adult Programs Director, coordinated a tutor training in the Winter and then matched volunteer tutors with an adult learner in their community. One participant in particular stands out in my mind—a man in his thirties. He attended school in New Brunswick and felt none of his teachers cared about him because he was Aboriginal. He dropped out in grade 11 with low literacy skills. We talked for hours the first time he came in. Katie and I both quickly realized he was an amazing storyteller – if only he could capture his stories on paper. A month later, Katie matched him with a tutor who he is still working with today. Both participant and tutor tell us how pleased they are with their match. They became quick friends. They meet weekly for an hour or two and his confidence and reading skills have quickly grown over the last few months. He is determined to learn how to write an essay – mostly because he knows he must be able to do this to pass his GED.

During December, we launched a fundraising campaign called, *Give the Gift of Literacy this Holiday Season*. One anonymous and very generous donor gave us \$35,000. It was an honour to talk with her as she explained that she was donating the money in her mother's memory – she had been a literacy tutor years ago. She told me the story of her mother bumping into one of her students many years later. That student said she had changed his life and he thanked her for helping him all those years ago when he was a child struggling in school. We work with more than 700 children every summer with the hopes that they learn to love reading and become highly literacy adults like our donor's mother's student.

On a final note, I'm proud of our Board and very thankful for the dedication and time they have given to the Alliance. In February, Carol Gabana worked with our Board to help us review our board governance policies and do some strategic planning. Every board member participated and in the months that followed I saw each member become more engaged and passionate about the Alliance and its future. As a result, we rebranded with a new logo, website, and slogan. We also have an exciting announcement we will tell you about today.

Jinny Greaves

## Chairperson's Report

Dear Members & Friends of Literacy

At the PEI Literacy Alliance, our mission is to be the advocate for literacy for the people of Prince Edward Island. Our vision is that all Islanders are able to participate fully in their family, work and community.

The past year represented an inflection point for the Alliance. Last fall, after a 4 year funding drought where we faced the prospect of closing our doors, our core funding was restored. The Province of Prince Edward Island committed to filling the \$150,000 annual funding gap left when the Federal Government cut funding to literacy groups across the country in 2014.

This restoration of core funding has allowed the Alliance to move the focus from short-term survival to longer term planning. As a result of a Board of Directors planning session earlier this year, the Alliance will be increasing its focus on children. This area of focus will leverage the success the Alliance has had with children's summer tutoring programs, and better utilize our staff time during the school year.

I would like to thank the Province of Prince Edward Island, our Board, staff, funding partners and sponsors for your continued dedication to this important organization.

Your hard work and support makes an enormous difference in the lives of thousands of Islanders and their families.

Jeff Murphy  
Chairperson



Jeff Murphy

## This Year's Highlights

### Ready Set Learn—Literacy Camps

This past school year, we piloted a **new extension of the Ready Set Learn Program**. We hired a curriculum developer and 7 camp leaders and hosted Literacy Camps for 70 students in the Charlottetown Area during school Professional Development Days. Although the kids had a great time and the evaluations showed an increase in confidence and positive attitude toward learning, we experienced a few issues and decided the liability risk was too high. For this reason we will not host the camps again, but stay tuned for a new pilot program for the 2018/2019 school year.



## This Year's Highlights

### Free Books for Kids

This year we distributed **2000 free children's books** through:

- Christmas Hampers at the Food Banks across the Island
- Cool Books for Kids fridges in the Charlottetown and Rustico
- Family Literacy Day



### A big thank you to our Free Books for Kids Sponsors:

- Murphy's Pharmacies
- Cooke Insurance
- RBC Foundation
- Stanley Financial



All you need is 20 books in the home to start making a positive impact on literacy and learning. The more books you add the greater the impact.

## Minutes AGM 2017 continued

AGM would not be an opportune time to bring on board new Directors. When circumstances change we will be able to appoint new Directors as per our Constitution which states: If a vacancy occurs on the Board of Directors for any reason, the remaining Directors may appoint any member organization representative to be a Director until the next Annual General Meeting.

### Election

Three of our Directors are eligible for and will stand for re-election: **Sherri Barrett, Nicky Hyndman, and Roseanne Gauthier.**

Ron moved the election of the following Directors onto the Board of the PEI Literacy Alliance: Sherri Barrett, Nicky Hyndman, and Roseanne Gauthier.

*Motion seconded and approved*

**New Chair** - Ron announced that he will now be Past-Chair and that the board appointed **Jeff Murphy** to be the incoming Chair. He expressed his strong confidence in Jeff and said he thought the Alliance would benefit greatly from his leadership.

### Thank you to Directors

Ron welcomed new Directors to our Board and thanked our re-elected Directors for serving an additional term. He said he looked forward to continuing the work of the Alliance with them in the coming year. Ron also thanked Board Members who will be leaving our Board this year. "Thank you to **Derek MacEwen**. Your outstanding efforts as Board members and dedication to the Alliance is much appreciated. We'll miss you and we wish you all the best."

**Announcement** – **Hon. Doug Currie**, Minister of Education, Early Learning and Culture spoke on behalf of The Province of PEI. The Government committed to fund the Alliance with emergency operational funding of \$150,000 for two years. The audience cheered. This meeting was truly a celebration. A week before, it looked as though the Board would be announcing the Alliance would be forced to close its doors.

**Meeting Adjourned at 8:55am.**



2017 AGM

## Minutes AGM 2017 continued

### Welcome

Ron MacDonald, Chair of the PEI Literacy Alliance welcomed and thanked everyone for coming, including honored guests, members, sponsors and friends. He recognized that we were on Mi'kmaq territory and introduced Julie Pellier-Lush who led everyone, through a Mi'kmaq opening prayer and song. Ron thanked her and offered her a small bundle of tobacco.

### Keynote Speakers

- Ron introduced **Courtney Hughes**, former tutor with the Ready Set Learn Program which provides one-to-one tutoring for over 700 elementary students Island-wide during July and August. Courtney talked about her experience as a tutor.
- Ron introduced **Kyla Thomson**, winner of the Harry MacLauchlan Memorial Scholarship. This award is given to an adult who has overcome obstacles and shown determination in getting their GED. Kyla gave a moving speech telling her story about working hard and going back to school.

### Business Meeting Called to Order

**Quorum** was reached with 23 of 38 member representatives present.

### Approval of the 2016 AGM Minutes.

Ron asked everyone to review the minutes of last year's AGM in the Annual Report. He moved the acceptance of the minutes.  
*Motion seconded and carried*

**Chair's report - Ron MacDonald** read his report as Chairperson of the Alliance which can be found in the 2016/2017 Annual Report.

**ED report - Acting Executive Director, Amanda Beazley** read her report on page 11 of the Annual Report 2016/2017

**Auditor's Report - Rachael Mella**, Mella and Shea Chartered Accountants, provided a review of the Auditor's report. Motion was made for the approval of the financial statements for 2016-2017.

*Motioned seconded and carried*

**Treasurer's Report - Ron** read **Jeff Murphy's** report on page 12 of the annual report.

**Appointment of Auditor for 2017-2018 AGM** – Motion was made to appoint Mella and Shea Chartered Accountants as our Auditor for the 2017-2018 fiscal year.

*Motioned seconded and carried*

**Nominations Report** – Ron explained that Nominations Report, on page 14 of the Annual Report, states that according to the Alliance's Constitution and bylaws they can have 7-10 Directors. Six Board Members are eligible to serve for at least one more year. They are:

**Ron MacDonald, now Past Chair**  
**Linda Fraser, Vice Chair**  
**Jeff Murphy, new Chair**  
**Jennifer Bartlett-Bitar**  
**Ellen Mullally**  
**Sonya Hooper**

Given the recent circumstances and the uncertainty of the Alliance, the Nominations Committee decided that this

## This Year's Highlights

### Volunteers for Literacy

This year we completed our 3-year pilot project, **Volunteers for Literacy**. 32 volunteer tutors were trained and worked one-on-one with 32 adult learners in their community. 15 adult learners are still matched with a tutor and spend one to two hours a week with their tutor. Thank you to our project funder:

### United Way of PEI



Volunteer Tutors



“At 57 years of age, I am just learning how much I have missed out on by not being able to read. Literacy Alliance has helped me over the last two years. I have a great tutor. My reading and spelling have improved a lot.”

**Doug Curtis, Adult Learner**

“I believe learning to read is empowering. It puts each person in better touch with their world and gives them confidence. Without exception, my learners have been excited about their new ability and have been more hopeful about their future.”

**Margaret Knox, Tutor**

## This Year's Highlights

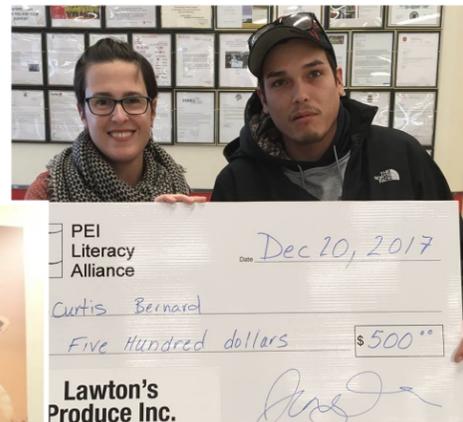
### Bursary Winners

We gave **bursaries** to adults who are working hard toward their GED.

#### Thank you to our Bursary Sponsors:

- Master Packaging
- Holland College
- Lawton's Produce Inc.
- The Mount
- Canadian Tire

"I decided I wanted to better myself and further my education. I was scared. I didn't think I was smart enough to do it. Then a good friend said to me, 'you are smart and very capable of getting your GED. You deserve it.' My partner has also been very supportive of my decision to go back to school. 'The only way one fails at something is when you don't try,' he said. So, with those things in mind and the encouragement of my friends and family, I enrolled at Holland College." Alliance Bursary Winner



## Review Minutes of AGM 2017

Murphy's Community Center Room 207  
8:00am, September 27<sup>th</sup>, 2017

### In Attendance:

#### Board Members:

Sherri Barret, Mi'kmaq Confederacy of PEI  
Ron MacDonald, UPEI, Faculty of Education, **Chair**  
Linda Fraser, Holland College, **Vice Chair**  
Roseanne Gauthier, PEI Public Library  
Sonya Hooper, Early Childhood Development Association  
Nicky Hyndman, PEI Home and School Federation  
Jennifer Bartlett-Bitar, PEI Speech and Hearing Association  
Ellen Mullally, PEI Association for Newcomers to Canada

#### Staff

Amanda Beazley, Outgoing Executive Director  
Jinny Greaves, Incoming Executive Director  
Gina Hyson, Youth Program Director

#### Volunteers

Dianne Kerwin, PGI Volunteer  
Liz Nimmo, PGI Volunteer

#### Member Representatives:

Judy Bayliss, PEI Council of People with Disabilities  
Hannah Bell, PEI Business Women's Association  
Leo Cheverie, PEI Federation of Labour  
David Daughton, CLIA  
Jan Devine, PEI Family Violence Prevention Services  
Catherine Freeze, Family and Human Services  
Ken Gaudet, The Learning Partnership  
Lori Johnston, Workplace Learning PEI  
Jane Ledwell, PEI Adv. Council on the Status of Women  
Lori MacKay, CUPE  
Katherine McQuaid, Institute for Advanced Learning  
Trina O'Brien-Leggott, PEI Professional Library Assoc.  
Mark Sandiford, Culture PEI  
Gloria Welton, The Employment Journey

#### Program Sponsors:

Dave Beaton, Holland College  
Danny Corriveau, Cooke Insurance  
Hon. Sonny Gallant, Minister Workforce and Advanced Learning  
Bernie Kenna, RBC Foundation  
Andrea MacDonald, United Way of PEI  
Dan Vernier, RBC Foundation  
David Webster, United Way of PEI

#### Auditor:

Rachael Mella, Mella and Shea, Chartered Accountants

#### Guest Speakers:

Courtney Anderson, former tutor with the Alliance  
Kyla Thomson, Scholarship winner  
Hon. Doug Currie, Minister of Education, Early Learning and Culture  
Julie Pelissier-Lush, Mi'kmaq Confederacy of PEI

#### Friends of Literacy

Marcia Carroll, PEI Council of People with Disabilities  
Rebecca Boulter, PEI Public Library Service  
Richard Brown, Government House Leader  
Jordan Brown, MLA  
Norm Finalyson, PGI Canada  
Phil Homburg, Kent Street Market  
Jill Lightwood  
Rocio MacCallum, PEI Assoc. for Newcomers to Canada  
Ginny McGowan, The Write Edit Group  
Barbara Mcnutt, Rotary Literacy Foundation  
Hon Robert Mitchell, Communities, Land and Environment  
Brianna Peters, PEI Association for Newcomers to Can.  
Chelsey Rogerson, MP Sean Casey's Executive Assistant,  
Sarah Stewart, UPEI Nursing Student  
Roger Greaves  
Jennifer Howard, PEI Public Library  
Mike MacAdam

#### Media:

Doug Gallant, The Guardian, Media  
Alison Jenkins, The Guardian (student), Media

#### Regrets:

Hon. Lieutenant Frank Lewis  
Premier Wade MacLauchlan  
Chief Matilda Ramjattan, Lennox Island  
Chief Brian Francis, Abegweit First Nation  
Senator Dianne Griffin  
Senator Percy Downe  
Hon. Catherine Callbeck  
MP Robert Morrissey  
MP Wayne Easter  
MP Sean Casey  
Jeff Murphy, **Treasurer** of the Alliance

## Keynote Speaker

### Student Well-Being Teams

#### Geoff MacDonald

PEI Department of Education, Early Learning and Culture

Geoff MacDonald is the Provincial Lead for the Student Well-being Program aimed at supporting the well-being of children, youth and their families.

His background includes teaching, school administration, contract negotiation, organizational change, workshop writing, editing and delivery.

Geoff's passion for growth and change in education made him the 2016 recipient of the prestigious Nadine M. Thomas award for excellence in teaching and contribution to public education in Alberta.

Geoff holds a Graduate Degree in Organizational Leadership and Bachelors Degree in both Education and Arts and is a member of the Chartered Professionals of Human Resources. Geoff lives in Charlottetown with his wife and 2 children.

<https://www.princeedwardisland.ca/en/information/education-early-learning-and-culture/student-well-being-teams>



## This Year's Highlights

### Fundraising Activities



#### Our Christmas Campaign

We raised almost **\$37,000**. Thank you to our generous anonymous donor who gave \$35,000 during this campaign. Islanders, including our current and past Board Members and Executive Directors also donated.



#### Post media's Raise A Reader Day

Thank you to staff and volunteers from **The Guardian and Journal Pioneer** who helped raised **\$19,388** for our literacy programs.

#### Our 27th PGI Golf Tournament for Literacy brought in more than \$47,000.

#### Thank you to our Literacy Leaders:

- Master Packaging (Golf Day Sponsor)
- Holland College
- Canadian Tire
- Lawton's Produce
- The Mount
- RBC Foundation
- Murphy's Pharmacies
- Stanley Financial
- Cooke Insurance
- Brighton Construction





“A child who reads,  
will be an adult  
who thinks”

Sasha Selmina

## 2018 AGM Agenda

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