



# Annual Report

**2019-2020**



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# The Literacy Crisis

Literacy is a basic human right.

**40% of kindergarten-aged children in PEI who completed the Early Years Evaluation did not meet the developmental milestones in at least one of the five skill areas. (2017 Children's Report)**

**1200 Island children in grades K to 6 were referred to us by resource teachers this year because they were struggling with reading, writing and/or math.** Note: This number is likely higher as we limit the number of referrals teachers can send in.

**45% of working-aged Islanders don't have the literacy skills needed to succeed in our digital world. (PIAAC 2012)**

We are determined to change these statistics

# Our Mission



**We work to advance literacy for the people of Prince Edward Island**

We exist so that:

- gaps and overlaps in literacy services will be decreased
- barriers to people with low literacy levels will be reduced
- Islanders will be better informed about the personal costs of low literacy on economic, cultural, political and social aspects of life
- literacy will be valued and celebrated across PEI

# Year at a Glance (2019-2020 Fiscal)

## Funding Secured

\$645,073

## Because the Alliance existed this year:

- 1198 children boosted their literacy skills, confidence, and learning attitudes
- 1735 books were distributed to families
- 11 adults gained literacy and employability skills and 8 were employed after the program
- Thousands of Islanders are better informed about literacy in PEI

Since 2001

# Ready Set Learn

We ran our free summer tutoring program for the 19th year during the summer and school-year.

**1198 children boosted their literacy skills, confidence, and learning attitudes**

## Tutoring locations

22 public libraries

## Tutors employed

33

## Total hours of tutoring

7338

“I learned that if I try hard I can do it”  
*grade 2 participant*



## Thank you Funders and Partners

PEI Department of Education and Lifelong Learning  
Rotary Literacy Foundation  
Regis and Joan Duffy Foundation  
Service Canada  
Telus  
Percé  
College du l'île  
PEI Public Library Service

Rotary Club of Charlottetown  
PEI Public Schools Branch  
United Way of PEI  
Community Foundation of PEI  
La commission scolaire de la langue français  
The Learning Partnership



Since 2010

# Free Books for Kids

We distributed free children's books to families in need. We did this primarily in partnership with the PEI Public Library Service and the Food Banks during Christmas. We also distributed books throughout the year to organizations and communities that serve families.

**1735 books distributed to families ensuring children have their own library at home.**

“The books were so beautiful and we know the children will be thrilled to get them. Thank you.” *Food Bank Volunteer*



## Thank you Sponsors

Murphy's Pharmacies  
KPMG New Brunswick  
Master Packaging

Royal Bank of Canada  
First Book Canada

## Thank you Partners

Food Banks in PEI  
PEI Public Library Services  
General public with book donations

Since in 2015

# Adult Learner Awards

This program awarded adults working toward their GED as well as adults who have inspired others to get their GED.

**3 adults were awarded \$750 for working toward their GED**

**2 adults received achievement awards**

**Total amount awarded \$3100**

"I hope they can see that, plain me, if I can do it, then they can do it," Dianne Smith



CBC.CA

'I wanted to inspire my children': Islander receives Peter Gzowski Award for literacy | CBC News

## Thank You Sponsors and Partners

Master Packaging

Canadian Tire

Holland College

Peter Gzowski Foundation

Rotary Literacy Foundation

PEI Public Library Services

Since 2017

# Essential Skills for Atlantic Fisheries

This free skills development and employment program included 180 hours of classroom training and six-week work placements.

**11 adults gained literacy and employability skills and 8 were employed after the program.**



"I saw the long list of workplace skills and I thought it would make a really good addition to my future employment."  
participant



## Thank You Partners

Literacy NB (Project Lead)

Literacy NS

NL Laubach Literacy Council

## Thank you Funder

The Government of Canada's Essential Skills Initiatives Program



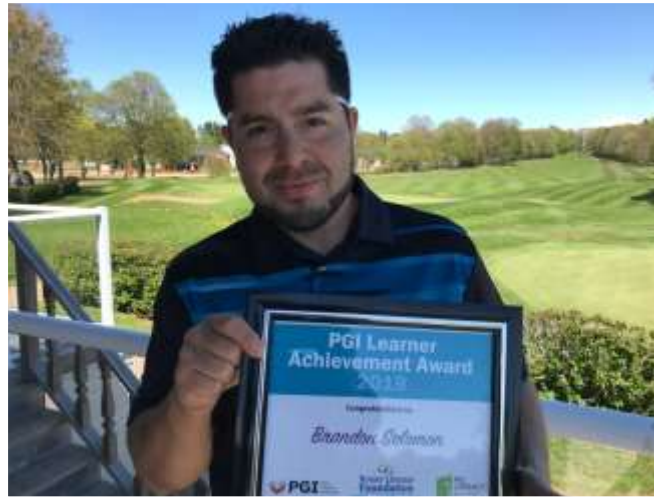
Government  
of Canada

Gouvernement  
du Canada

# 29th PGI Golf Tournament for Literacy

**\$39,275 was raised  
for Literacy  
programs in PEI**

“Not being able to read is pretty traumatizing when you're growing up.” *Brendon Soloman, speaker*



## Thank You Sponsors

### Golf Day Sponsor

Master Packaging

### Bursary Sponsors

Canadian Tire, The Mount,  
Holland College

### Free Books for Kids Sponsors

Murphy's Pharmacies, KPMG, RBC

### Team Sponsors

UPEI, Credit Unions of PEI, Malpeque Bay  
Credit Union, The Guardian, RBC  
Foundations, ADL, McInnes Cooper,  
Scotiabank, Murphy Hospitality Group, CUPE,  
Mella & Shea, Connolly Group, Cavendish  
Farms

# Public Awareness

We used social media, press releases, interviews and presentations to promote literacy and the work we do.

## **Thousands of Islanders are better informed about literacy in PEI.**

**124% increase in new followers on social media**  
2910 followers

**537 stakeholders reached through presentations**  
We presented to members, directors, funders, potential funders, political leaders, business leaders, Rotarians, community partners and service providers.

**8 stories published in the media**

**198 new subscribers to our quarterly e-news.**  
59% open rate (industry average is 43%)



## **Thank you to our media partners**

CBC, Saltwire, and the Employment Journey

# Our Member Organizations

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

# Our Board of Directors



**Nathan Steeves**  
**Chair**

Rep for Scotiabank



**Colin Beck**  
**Vice Chair**

Rep for Richardson  
GMP



**Serena Smith**  
**Treasurer**

Rep for Advisory  
Council on the Status of  
Women



**Roseanne  
Gauthier**  
**Secretary**

Rep for PEI Public  
Library



**Jeff Murphy**  
**Past Chair**

Rep for Greater  
Charlottetown Chamber  
of Commerce



**Marcia Carroll**

Rep for PEI Council  
of People with  
Disabilities



**Jennifer  
Bartlet-Bitar**

Rep for PEI Speech  
and Hearing  
Association



**Sonya Hooper**

Rep for Early  
Childhood  
Development  
Association



**Tina Mundy**

Rep for Provincial  
Realty



**Neil Forbes**

Rep for Lennox  
Island Band



**Doug Currie**

Rep for Holland  
College

# Our Staff



**Jinny Greaves**  
Executive Director



**Gina Hyson**  
Youth Programs Director  
Social Media Manager



**Katie Duffy**  
Office Manager



**Lily Reaman**  
Project Coordinator

## Tutors

### Summer Tutors

Nikki Kenny  
Lauren Lawless  
Anna Fernandes  
Julia Henderson  
Anneke Dykerman  
Bethany Burt  
Annette Marshall  
Grant Kenny  
Emma Baker  
Emma McQuaid

Sophie Carragher  
Brett Roche  
Marshall Mayne  
Hannah VandenHeuvel  
Abby Leblanc  
Maggie Nadeau  
Lauren Sheidow  
Georgia Potter  
Emily Newcombe  
Karissa Horne

Lindsay Barton  
Mariah Murphy  
Rachel Holland

### School-year tutors

Annette Marshall  
Nicole Kenny  
Georgia Potter  
Bethany Burt  
Rachel Holland  
Eliza Casey  
Emma McQuaid  
Jennah Wood  
Wendy Morrisson



# Our Core Funder

The Province of PEI provided the Alliance with \$2000,000 of operational funding for this year (2019-2020 fiscal).

Elected officials and staff of the Provincial Government provide more than just financial support. They are also our valued partners and most outspoken champions.

**Without the Province of PEI, we wouldn't be able to serve Islanders.**





*Literacy Opens Doors*

[www.peiliteracy.ca](http://www.peiliteracy.ca)