



PEI
LITERACY
ALLIANCE

Annual Report

2021-2022

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Literacy Opens Doors



Year at a Glance

Funding Secured \$735,089

500 children cultivated their literacy skills, confidence, and a positive attitude toward learning

42,050 free, high quality children's books were distributed to **4430** children and their families Island wide

21 young adults gained valuable work experience in education and provided a total of **4050** hours of free tutoring

24 adults gained essential employability skills and work experience. **83%** gained employment or enrolled in post secondary

12 adults received financial support to return to school. Their success stories were shared during our Celebration of Learning

Thousands of Islanders are better informed about the benefits of increasing literacy skills and the costs of low-literacy

Literacy in PEI

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)

900 children in PEI in grades K to 6 were referred to us by resource teachers this year because they were struggling with reading, writing and math. Note: This number would likely be higher if we did not limit the number of referrals.

45% of working-aged adults in PEI do not have the literacy and essential skills needed to succeed in our digital world. (PIAAC 2012)

Literacy is a basic human right. An investment in literacy is an investment in the future of PEI. Without strong literacy and essential skills it is difficult for people to be fully engaged at work, in their community and at home. Research shows improving literacy and essential skills creates:

- **More employment and higher incomes**
- **A stronger economy**
- **Better health and well being**
- **Increased community and family engagement**
- **Less crime and safer communities**

Our Mission

We ensure that literacy barriers are minimized and gaps in services are filled so that all people in PEI reach their highest achievable literacy level.



Ready Set Learn

Ready Set Learn is a free summer tutoring program for children who struggle with reading, writing and math. We offer this program to children in grades K to 6 in English, French Immersion, and Francophone programs Island wide. Each child receives one hour of tutoring per week for eight weeks during the summer. This program addresses the 'summer slide' which is the loss of academic skills and knowledge children lose over the summer months. COVID-19 continued to have an impact on our program this year. Our goal is to tutor 800 children each summer. Due to COVID-19 related expenses, public health protocols and limited funding, we could only tutor 500 children. This year, 400 children remained on the waitlist.



500 children cultivated their literacy skills, confidence, and a positive attitude toward learning

21 young adults gained valuable work experience in education and provided a total of 4050 hours of free tutoring

“My daughter enjoyed this program very much! She kept her skills up during the summer months. This program was definitely an asset for her. We have seen an improvement in her skills and hope she gets the opportunity to join it again in the future. We would definitely recommend this to others!”

- Parent of a participant



Thank you to our program funders and partners



Imagination Library and Free Books for Kids

We are the local administrator for Dolly Parton's Imagination Library in PEI. Imagination Library is a free book-giving program devoted to inspiring a love of reading in children and families. Each month, children ages 0-4 enrolled in the program receive a high quality, age-appropriate book in the mail for free. As of March 2021, we had over 300 children on the waitlist for the Imagination Library program.

Our Free Books for Kids program distributes free children's books to families in need through Christmas Hampers in partnership with Food Banks and PEI Public Library Service. This year, there was a significant increase in demand for books.

42,050 high quality children's books were distributed to children Island wide

4430 children and their families benefitted from these programs



“Receiving a book each month in the mail has made a huge difference in the way that we present reading to our kids. My daughter gets so excited and asks to read it right away. We have been able to explore new titles and concepts that we likely wouldn't have without this program. It has become something that our family looks forward to and celebrates every month.”

- *Imagination Library parent*



Thank you to our program funders and partners



Food Banks of PEI

Essential Employability Skills

Our Essential Employability Skills program prepares adults, who are underemployed or unemployed, for the workforce. This program gives participants 180 hours of classroom training and a six-week work placement in the healthcare sector. We partnered with employers who provided work placements with the goal of retaining program graduates as full time employees. Employers also participated in our 30-hour mentorship training that focused on helping new employees succeed in their roles.

24 adults gained essential employability skills and work experience



83% of program graduates gained full-time employment or enrolled in a post-secondary program in the field of healthcare

“I believe this program gives individuals, with any background, the opportunity to gain the skills necessary to enter the workforce, gain meaningful employment and change their outlook on their worth, value and abilities. The benefits this program has to offer are so wonderful.”

- Program graduate



Thank you to our program funders and partners



Celebration of Learning

Our **Celebration of Learning** celebrates the success stories of learners, recognizes literacy champions in our community, and raises funds to support our literacy programs. This year's inaugural event was hosted in the Florence Simmons Performance Hall with MC and comedian Patrick Ledwell and PEI's Poet Laureate, Julie Pellissier-Lush. Approximately 100 people were in attendance and \$17,365 was raised to support literacy in PEI.

12 adults received financial support to return to school

At this event we awarded:

- 8 bursaries to adults working toward a GED
- 3 scholarships to adults who have their GED and are enrolled in a post-secondary program
- 1 Adult Learner Award (Patrick Curtis)
- Gzowski Literacy Champion Award (Barbara Macnutt)



“If you have a goal or a dream, do not listen to anyone who says you can’t do it, especially if that person is yourself. You need to believe in yourself.”

- Adult Learner Award Winner



Thank you to our event sponsors



Public Awareness

We use traditional media, social media, and presentations to raise awareness about literacy in PEI. We raise awareness about literacy programs, the benefits of increasing literacy skills and, the costs of low literacy on economic, cultural, political and social aspects of life.

Thousands of Islanders are better informed about literacy in PEI

23% increase in new followers on social media for a total of 4814 followers Island wide.

16.72% increase in subscribers to our quarterly e-news for a total of 5001 subscribers.

21,052 people reached Island wide through our **Family Literacy Day** Campaign.

Thank you to our media partners



Our Members

ADHD PEI

BGC Charlottetown

Canadian Mental Health Association

Canadian Union of Public Employees
(CUPE)

CHANCES Family Centre

Collège de l'Île

Community Legal Information

Creative PEI

Department of Education and
Lifelong Learning

Early Childhood Development
Association of PEI

Greater Charlottetown Chamber
of Commerce

Holland College

Immigrant & Refugee Services
Association of PEI

Institute of Advanced Learning

Learning Disabilities Association of PEI

Lennox Island First Nation

Mi'kmaq Confederacy of PEI

Native Council of PEI

PEERS Alliance

PEI Advisory Council on the Status
of Women

PEI Association for Community Living

PEI Business Women's Association

PEI Department of Social Development
and Housing

PEI Family Violence Prevention
Services

PEI Federation of Labour

PEI Home and School Federation

PEI Public Library Service

PEI Senior Citizens' Federation

PEI Speech and Hearing
Association

PEI Teachers Federation

PEI Trucking Sector Council

PEI Writers' Guild

Provincial Realty

Resource Abilities

Richardson Wealth PEI

Scotiabank - Charlottetown Branch

The Acorn Press

The Employment Journey

The Learning Partnership

Tops to Floors

UPEI, Faculty of Education

Women's Network

Workplace Learning PEI Inc.

Our Staff



Jinny Greaves
Executive Director



Amanda Beazley
Programs Director



Christine Snowden
Ready Set Learn Manager



Lily Reaman
Essential Employability
Skills Manager

Summer Tutors

Paige Blakely

Rachel Holland

Emma McQuaid

Ava Stewart

Gwenyth Clark

Marin Jay

Emily Newcombe

Mia Stewart

Madyson Doucette

Jenna Lavers

Georgia Potter Fraser

Sam Valois

Julia Freeburn

Chloe MacAdam

Elise Profit-Jeffery

Rebecca Hayes

Haydyn MacAulay

Joseph Simmonds

Ashley Hiscock

Dara MacInnis

Hillary Smallman

Our Board of Directors



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