



PEI
Literacy
Alliance

2013-2014 Annual Report

April 1, 2013 to March 31, 2014

International **Literacy Day**



8 September 2014

AGENDA

Welcome – Tom Hilton, Chair

Business Meeting

Auditor's Report – Rachael Mella, Bradley Shea Handrahan

Treasurer's Report – Linda Fraser

Chairperson's Report – Tom Hilton

Executive Director's Report – Catherine O'Bryan

Manager Jinny Greaves to introduce video project

Review of Minutes of the 2013 AGM

Nominations Report – Tom Hilton

Election and Introduction of the new Board members

Keynote Speaker: Kathy Hambly, MBA. BSC



Kathy Hambly joined the Greater Charlottetown Area Chamber of Commerce as Executive Director in January of 2005. Previously, Kathy served as the Director of Business Development with Innovation PEI and as Director of Marketing and Development for the Confederation Centre of the Arts. She has also worked in the post-secondary sector as the Co-coordinator of the Small Business Centre at Holland College and as a sessional lecturer at the University of Prince Edward Island.

Minutes of 2013 Annual Meeting continued

Welcome

Lori Johnston thanked everyone for coming and recognized special guests Catherine Callbeck and Barbara Macnutt.

Auditor's Report

Lori introduced our auditor Rachael Mella of Bradley Shea Handrahan who reviewed items from the draft financial statements. They are in draft form until they have been accepted by our Board. Rachael also reviewed the new audit regulations for Not-for-Profit organizations. PEILA has been audited under these new standards.

Lori Johnston moved the acceptance of Rachael's draft financial statements.

Tom Hilton seconded.
Motion carried.

Gerry Seaward moved that Bradley Shea Handrahan be retained as our auditors for next year.

Katherine McQuaid seconded.
Motion carried.

Treasurer's Report

Gerry Seaward read his report, and Lori Johnston moved its acceptance.

Catherine Ronahan seconded.
Motion carried.

Review of Minutes of the 2012 AGM

Lori Johnston asked everyone to review the minutes of last year's meeting. She read out some highlights and moved the acceptance of the minutes.

Karen Noble seconded.
Motion carried.

Minutes of 2013 Annual Meeting continued

Presentation by Guest speaker

Tom introduced Brenda Picard, Executive Director for the PEI Human Rights Commission.

Brenda spoke about interpretations of literacy in terms of comprehension and application of knowledge. She used the term "citizen literacy" which includes a citizen's comprehension of Human Rights, Responsibilities and Resources.

The PEI Human Rights Commission is looking toward developing curriculum resources that would be used to educate children about citizen literacy. These resources would include education on discrimination and human rights.

Adjournment

The meeting adjourned at 7:50pm

Report from the Chair continued

2002, the Alliance has given out \$132,250 in scholarships and bursaries to 157 adults.

Furthermore and once again in collaboration with the PEI Public Library Services the Alliance has just wrapped up the 12th successful year of the Summer Tutoring Program for Kids (STPK). Under Program Coordinator Amanda Beazley, the Alliance delivered free one-on-one tutoring for 760 students in K-6 and secured meaningful employment for 24 tutors presently enrolled in post-secondary institutions. Since 2002, the STPK has employed 338 tutors and tutored 9485 elementary school aged Island youth.

Special thanks to Service Canada, Canada Post, PEI Department of Education and Early Childhood Development and the English and French School Boards for their generous funding of this important project.

The Alliance's programs and services would not be possible without the continued support of Island businesses and Islanders through its annual PGI Golf Tournament for Literacy. Adding the \$30,000 raised at this years 12th PGI Tournament, PGI supporters have raised over \$450,000 for literacy in PEI since 2002.

So, thank you to each and every individual and business for their financial support of the Alliance's efforts to promote a culture of literacy and learning on PEI.

In closing, literacy is a fundamental skill. Currently 43% of working age Islanders lack the reading and writing skills needed to participate fully in our knowledge economy. We must work together to create a culture of literacy and learning for our Island to prosper. So I wish to thank my fellow board members for working together on behalf of member organizations over the past 12 months. I also wish to welcome a new member organization, the Greater Charlottetown Area Chamber of Commerce.

The future of the Alliance depends on the staff and Board to maintain current relationships and forge new partnerships with individuals and organizations in Prince Edward Island.

Tom Hilton

Executive Director's Report continued

END C *Islanders will be actively engaged in building their literacy and learning skills for the benefit of their economic, cultural, political, social and personal aspects of life.*

Policy-makers will know the costs of low literacy in all aspects of Island life. Non-member organizations and businesses will recognize the implications and costs of low literacy.

To inform policy makers, businesses and non-member organizations we:

- presented a Family Literacy Day event at the Confederation Centre Art Gallery in January
- held regular meetings with our provincial government contact
- produced four issues of *Live and Learn*, our quarterly newsletter

END D *Literacy will be valued and celebrated across PEI.*

Families will know about the value of literacy and will recognize their role in promoting it.

To celebrate literacy we:

- presented the Harry MacLauchlan and Peter Gzowski scholarships at Holland College recognition ceremonies in May
- presented ten bursaries to successful applicants
- met with the Charlottetown Rotary Literacy Foundation
- planned and hosted the PGI Golf Tournament for Literacy
- participated in the Post Media Raise a Reader
- organized a video contest for Adult Learners Week

Special initiatives:

This year the Board and staff participated in an exercise to create fund development policies for the Alliance. Thanks to Joanne Ings for all her work.

I'd like to thank the Board of Directors for their participation at Board meetings and special events. Special thanks to Chair Tom for his enthusiastic support during the year.

As always I would like to thank our wonderful staff, for their teamwork and professionalism throughout the year. Our staff and board members make the Alliance a success.

Catherine O'Bryan

Project Reports

Cool Books for Kids in Rustico!

Brenda Doiron was interested in setting up a book fridge for kids in her community. We gave her some of our gently used books and she gathered donations. It is set up at the Co-op in North Rustico.



Spooky Stories

We asked classes from grades k-3 to collectively write a scary short story and enter it in our Spooky Stories Challenge. A bundle of new books was awarded to Mrs. Moore's grade two classroom at Donagh Regional School.

Project Reports continued

International Adult Learners Week

We asked adult learners' across PEI to celebrate Adult Learners' Week 2014 by submitting a short video about what inspires them to keep learning.

Congratulations to Deb Sioen for her winning entry to our video contest! Deb is currently enrolled in the Adult Education program at Holland College Montague Centre.



Deb Sioen is a mother of two. She graduated with a general diploma from high school in 1985. “Back then you could get a good paying job and work seemed more important than school.” says Deb. Soon after graduating she realized her options were limited. She knew that if she were to do something other than seasonal work, she would have to go back to school.

Almost 20 years passed before opportunity, passion and support aligned for her to upgrade her English and Math to academic levels. Her husband who had been working seasonally in western Canada for 18 years was finally home full-time and her children were no longer pre-schoolers. “I have the passion to learn because I finally know what I want to do. I want to work in the bioscience field” says Deb.

Deb passed her academic English with an 89% and is about to finish her academic Math. In the fall she will take biology and two chemistry classes. She then plans to apply to the bioscience program at Holland College.

During her speech at the PGI Golf Tournament Deb said, “I am on the learning path to my dream because of my family’s support and the PEI Literacy Alliance programs you are here to support. My kids are my biggest cheerleaders and motivators. When they introduce me to people they say ‘this my mom. She’s gonna be a scientist’. It feels so great to be teaching them by example. It’s never too late to learn.”

Summer Tutoring Program for Kids

In 2013 we were unable to confirm funding in time to run the Summer Tutoring Program. It’s a go for 2014!

Bursary and Scholarship Winners

Part of the money from our PGI goes directly to adult learners to help them complete their studies. Here are some of our 2013-2014 recipients.



Photo - left: Karen Ford Doyle presenting a \$750 bursary to Kory Johnson of Margate.

Photo - right: Karen Ford Doyle presenting a \$750 bursary to Betty Jean Cameron of Miscouche.

Photo - bottom: John A. MacLean accepting a \$750 bursary from Paul Daley of APM.



Activities continued

Third quarter—October, November, and December

- Launched Spooky Stories writing challenge for grades k-3
- Completed 3 Plan Language Edit jobs
- Met with Brenda Doiron about setting up Cool Books for kids in North Rustico
 - Shared PIAAC background and information with member groups and general public
- Held Board meeting
- Attended AGM for Workplace Learning PEI
- Attended Charlottetown Rotary Literacy Foundation subcommittee
- Created a PGI golf promotional video
- Attended PGI golf meeting in Toronto
- Attended PIAAC meeting in Montreal at the Center for Literacy
- Accepted 1000 books from Glen Stewart School for our Book Bank program
- Hosted “Books for Treats”
 - Attended conference call with provincial and territorial literacy coalition partners
 - Delivered books to Brenda Doiron for her Cool Books in North Rustico
 - Presented prize to winners of Spooky Stories—Westwood school and Donagh school
 - Awarded adult learner bursaries to five people
 - Attended AGM for Rotary Literacy Foundation
 - Accepted a large donation of books and did an interview with The Guardian

Fourth quarter—January, February, and March

- Met with Holland College students to recruit skilled volunteers for our Family Literacy Day
 - Met with Min. Allan McIsaac who officially proclaimed Family Literacy Day 2014
 - Created and posted a video about Family Literacy Day online
 - Hosted Family Literacy Day Celebration at the Confederation Centre Art Gallery
 - Attended Rotary Club meeting
 - Attended Workplace Learning PEI Board meeting
 - Did an interview with CBC Island Morning about International Book Giving Day
 - Held a fund development meeting with Joanne Ings
 - Met with maritime literacy coalitions in Moncton to create Atlantic Literacy Partners
 - Met with Barbara McNutt with Innovation and Advanced Learning
 - Attended meeting with Charlottetown Rotary Literacy Foundation
 - Met with East Prince Seniors Initiative to discuss ways to work together
 - Created postcards for a program at the Children’s Public Library called “Bomb the library”
 - Attended “Bomb the library” event
 - Created and posted a video “Essential Skills, What’s in it for You?” online
 - Awarded adult learner bursary with APM (bursary sponsor)
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Notices

Bursaries Available

Each year the PEI Literacy Alliance awards up to ten \$750 bursaries to adult learners.

For information and to print an application go to our website at www.peiliteracy.ca or call 368-3620.

The next deadline for applications is November 15, 2014.

\$1500 Scholarship Program

The PEI Literacy Alliance awards three \$1500 scholarships with money we raise at the PGI Golf Tournament for Literacy.

The memorial scholarships honor these three literacy champions: Peter Gzowski, Harry MacLauchlan and Bill Hancox.

You can apply for one of these awards if you are an adult who had trouble with reading and you are continuing your education at UPEI or Holland College. To find out more, contact your school's admissions office.

Upcoming Events

- ⇒ Books for Treats—October 31
- ⇒ Raise-A-Reader—September 24
- ⇒ Family Literacy Day Celebration—January 24
- ⇒ International Book Giving Day—February 14
- ⇒ International Adult Learner's Week—March

Our Member Organizations 2014

AIDS-PEI

Canadian Literacy and Learning Network

Canadian Mental Health Association-PEI

Canadian Union of Public Employees

Centre for Education Research, UPE

Community Legal Information Association

Culture PEI

Early Childhood Development Association

Frontier College

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

Native Council of Prince Edward Island

PEI Association for Newcomers to
Canada

PEI Advisory Council on the Status of
Women

PEI Business Women's Association

PEI Association for Community Living

PEI Department of Community Services,
Seniors and Labour

PEI Council of People with Disabilities

PEI Federation of Labour

PEI Department of Education and Early
Childhood Development

PEI Literacy Initiatives Secretariat

PEI Home and School Federation

PEI Public Library Service

PEI Professional Librarians' Association

PEI Seniors Federation

PEI Senior Citizen's Federation

PEI Teachers' Federation

PEI Trucking Sector Council

PEI Writers' Guild

Seniors United Network

Service Canada

Société éducative de l'Île-du-Prince
Edouard

The Acorn Press

The Employment Journey

Transition House Association

University of Prince Edward Island

Women's Network PEI

Workplace Learning PEI Inc.