



2010-2011 Annual Report

April 1, 2010 to March 31, 2011

Photo by John Sylvester

Celebrating literacy



Photo by Patti-lynn Taylor

Pat Sargeant cheers as her Workplace Learning PEI team wins a prize at the 2010 PGI Golf Tournament for Literacy banquet.

2010 - 2011 Annual Report

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Annual Meeting Agenda
Thursday, September 8, 2011
7:00 pm
Delta Hotel

Business Meeting

Welcome – Joey Seaman, Chair

Auditor’s Report – Rachael Mella, Bradley Shea Handrahan
Chartered Accountants

Treasurer’s Report – Natalie Worthen

Review of Minutes of the 2010 AGM

Chairperson’s Report – Joey Seaman

Bylaw addition—motion

Executive Director’s Report – Catherine O’Bryan

Nominations Report – Joey Seaman

Election

Introduction of the new Board members

Book Launch—*Treasures to Find*

Donations to Schools and Libraries

Minutes of the 2010 Annual General Meeting

September 8, 2010, 7:00 pm
Valiant Room, Delta Hotel, Charlottetown

In attendance:

Albert Adegbembo	PEI Dental Services
Colette Arsenault	College l'Acadie IPE
Mary Burke	PEI Volunteers for Literacy
Leo Cheverie	PEI Federation of Labour
Norman Finlayson	PEILA
Nilhambri Ghai	Office of Literacy and Essential Skills
Bernard Gillis	Metro Credit Union
Jinny Greaves	PEILA
Tom Hilton	AIDS PEI
Heather Irving	Arthritis Society
Lori Johnston	Workplace Learning PEI Inc
Albert MacLeod	The Guardian
Rachael Mella	Bradley Shea Handrahan
Shawn Murphy	MP Charlottetown
Lisa Murphy	Advisory Council on the Status of Women
Karyn Noble	Canadian Union of Public Employees
Trina O'Brien Leggott	Public Library Service
Catherine O'Bryan	PEILA
Audrey Penner	Holland College
Marilenne Urena	Association for Newcomers to Canada
Henk van Leeuwen	Culture PEI
Bob Wall	Guest
Natalie Worthen	Holland College

Welcome

Vice-chair Lori Johnston thanked everyone for coming and said our chair Joey Seaman was unable to attend. She recognized special guests Shawn Murphy, Nilhambri Ghai, Karyn Noble, Henk van Leeuwen, Audrey Penner, Lisa Murphy, Heather Irving and Bernard Gillis.

Auditor's Report

Natalie Worthen introduced our auditor Rachael Mella of Bradley Shea Handrahan who reviewed items from the financial reports. She said the Alliance is on strong financial footing.

Natalie Worthen moved that Bradley Shea Handrahan be retained as our auditors for next year.

Leo Cheverie seconded.
Motion carried.

Treasurer's Report

Natalie Worthen read her report, and moved its acceptance.

Mary Burke seconded.
Motion carried.

Natalie also announced that the Alliance has been granted \$2500 from the province to support Family Literacy Day in 2011.

Review of Minutes of the 2009 AGM

Lori Johnston asked everyone to review the minutes of last year's meeting. Lori asked if there were any errors, omissions or questions.

*Lori Johnston moved acceptance of the minutes and
Tom Hilton seconded.*
Motion carried.

Minutes of the 2010 Annual General Meeting continued

Chairperson's Report

Lori Johnston read Joey Seaman's report.

*Lori Johnston moved acceptance of the report and
Karyn Noble seconded.
Motion carried.*

Executive Director's Report

Catherine O'Bryan reviewed highlights from her report.

*Catherine O'Bryan moved acceptance of the report and
Tom Hilton seconded.
Motion carried.*

Catherine announced our 2010-2012 core funding from OLES has been approved. The contract will begin in November.

Catherine announced that we have these new members: The Institute of Advanced Learning, PEI Advisory Council on the Status of Women, PEI Trucking Sector Council, PEI Businesswomen's Association, and the PEI Writers' Guild.

Nominations Report and Election of Board

Sonya Corrigan is retiring after two two-year terms. **Shauna Fuller** has resigned from the Board due to her increased commitments with PEI Family Violence Prevention Services.

Lori Johnston and **Natalie Worthen** will return for the first year of their second two-year term.

Returning for the second year of their first two year term are **Mary Burke**, **Trina O'Brien Leggott**, **Tom Hilton**, and **Alaina Roach-O'Keefe**. **Joey Seaman** will return as Chair for the second year of his two year term.

Minutes of the 2010 Annual General Meeting continued

Colette Arsenault offered for a two-year term for 2010-2012:

Lori Johnston asked three times if there were any nominations from the floor. Leo Cheverie nominated **Karyn Noble**, who accepted the nomination.

Lori welcomed the Colette and Karyn to the Alliance board.

Guest Speaker – Nilhambri Ghai

Lori introduced Nilhambri Ghai who spoke about her background and the Office of Literacy and Essential Skills.

Guest Speaker – Henk van Leeuwen

Lori introduced Henk van Leeuwen of the PEI Cultural Human Resources Sector Council. He spoke about employees in the cultural sector and their need for training and education.

Adjournment

The meeting adjourned at 8:20 pm.

Report from the Chair

Greetings to all members and supporters of the PEI Literacy Alliance. First off, to Catherine, Norm, Jinny and the entire board, thank you for another busy and successful year. Your enthusiasm and constant drive to improve the lives of Islanders through advancement of literacy and essential skills is beyond measure.



Joey Seaman

Across the country the definition of literacy and essential skills and how it relates to the lives of Canadians continues to evolve. The Alliance has effectively met this changing mandate by addressing PEI's literacy needs through innovative programs and services, community involvement and partnerships.

With three full-time staff the Alliance continues finding ways to create new initiatives and be more active in the Island community each year. Whether it be education and training workshops, family events, fundraising for literacy awards or collaborating with government and community organizations, the participation and support for each initiative is as strong as ever.

This past year the PEILA invested a considerable amount of time and energy into refining the internal operations of the Literacy Alliance. The entire board and staff participated in an extensive strategic planning session lead by Anne Ramsay. The full day exercise resulted in identifying short term and long term goals, strengthening the organization's identity and refining our mission. Since completing the strategic plan the goals and objectives have been put into motion by board members and staff in areas of project development, fundraising, finances and administration.

A Human Resources Plan and Communications Plan were also developed with the help of Steve McQuaid and Kerry-Anne MacDougall respectively. The objective of the Human Resources Plan is to incorporate management systems to help achieve our mission and overall success of the organization, while meeting the needs of all employees. The Communications Plan is above all a means to monitor our communications efforts, but also a tool for effectively discovering new opportunities, optimizing challenges and initiating change.

The PEILA also hosted a meeting of Atlantic Literacy Coalitions in the spring, which was an overwhelming success. The symposium was a great opportunity for colleagues in the Atlantic Provinces to discuss important issues, share ideas and network with provincial literacy leaders. It is my hope that these types of opportunities to share collective knowledge will remain a priority in the future.

Lastly, as I complete my term as Chair, I cannot stress enough how positive this experience has been. It has been a pleasure working alongside such a dedicated group of people. Your willingness to share so much knowledge has made this a very rewarding and enjoyable learning experience.

Joey Seaman



Executive Director's Report

The job of the executive director is to determine how to work toward the outcomes or “ENDS” as defined by the Board of Directors. The Board makes the ENDS statements and adds further focus to them. The Executive Director decides how best to use the financial and human resources available to complete the work towards these designated outcomes.



Catherine O'Bryan

Here are some of the activities which helped achieve these ENDS in 2010-2011.

END A

Gaps and overlaps in literacy services to adult learners and their families will be decreased.

1. Organizations with an interest in literacy will share information about trends, issues and successes.

In order to share information we:

- held our semi-annual meeting in March and our annual meeting in September
- participated in the Raise-a-Reader campaign
- attended Board meetings in Ottawa with the Movement for Canadian Literacy (now called the Canadian Literacy and Learning Network)
- attended regular advisory committee meetings of Adult and Community Education at Holland College
- attended meetings with the Family Literacy Network
- attended the Board meetings for Workplace Education PEI Ltd
- attended a Board meeting for Adult and Community Education at Holland College

END B

Barriers to people with low literacy levels will be reduced.

1. Adult learners will know how to access opportunities for learning.
2. People's learning needs will be properly identified.
3. Islanders will be able to use the printed material commonly found in the home, at work and in the community.

In order to reduce barriers we:

- sponsored the Summer Tutoring Program for Kids
- presented three plain language workshops to health professionals
- completed several plain language edits for clients such as:
 - Recreation PEI
 - Workers' Compensation Appeal Tribunal
 - PEI Association for Newcomers to Canada
 - PEI Dept of Health & Wellness
 - Prince County Hospital

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.

1. Policy-makers will know the costs of low literacy in all aspects of Island life.
2. 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
- held regular meetings with our provincial contact
- produced four issues of *Live and Learn*, our quarterly newsletter
- attended the Spotlight on Learning conference

Executive Director's Report continued

END D

Literacy will be valued and celebrated across PEI.

1. 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 the Holland College closing ceremonies in Summerside and Elmsdale
- presented eleven bursaries to successful applicants
- met with the Charlottetown Rotary Literacy Foundation
- planned and hosted the PGI Golf Tournament for Literacy
- participated in the annual Rotary Spelling Bee at the Summerside Lobster Carnival
- participated in the Post Media Spelling Bee
- organized a celebration of International Adult Learners Week

Special initiatives:

This year the Board and staff formulated a two-year strategic plan. We wrote and approved abuse and harassment policies. We worked with consultants to produce both a human resources and communications plan. Staff took two days training at NALD in order to be able to update our website in a timely fashion. As a result, with NALD's assistance we have redesigned and expanded our website to include information for employers and jobseekers. Staff also took part in some social media workshops.

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

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

Catherine O'Bryan

Our Staff



*Catherine O'Bryan
Executive Director*



*Norman Finlayson
Office Manager*



*Jinny Greaves
Project Coordinator*

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Project Reports

Family Literacy Day 2011

Over 300 people visited Family Literacy Day which was held at the Confederation Centre of the Arts.

This year we had performers such as Wade Lynch, the Music Man and Tanya Davis. Many community groups set up booths and talked with participants. The PEI Public Library Service set up their reading tent, led a lap sit activity and showcased their new website. Ocean 100 helped us promote the event with a week-long contest.



Christina Perry and her daughter Payton at Family Literacy Day 2011

Sharing Our Gifts

Sharing Our Gifts is a two year project. The goal is to create a tool that will encourage families to do literacy activities at home. Jinny Greaves and Nora McCarthy are working together on this project. They have completed the first draft with guidance from an advisory committee. They have also started writing the facilitator's guide which will accompany the parent's guide. This summer they will hold a focus group with community facilitators to test the content of the guide. In the fall, they will hold focus groups for parents.

Igniting the Power Within

This project offered four training sessions to employment counselors in the four Atlantic provinces. Participants were taught how to use portfolios to help their clients improve their skills and to find employment. The first session was held last year. The second, third and last session were held in April, June and September 2010 respectively. Forty eight people took part in some or all of the session. Twenty five people attended all four workshops.

2010 Summer Tutoring Program for Kids

In May 2010 Jinny Greaves began planning the Summer Tutoring Program. She oversaw 26 tutors across PEI who delivered one-hour tutoring sessions to 800 elementary school children throughout July and August. Most of the tutors were B.Ed. students from UPEI who gained valuable practical experience. Tutoring was available in both French and English. We provided EAL tutoring to some new immigrant students. We held most sessions in community libraries thanks to the great support of the PEI Public Library Service.

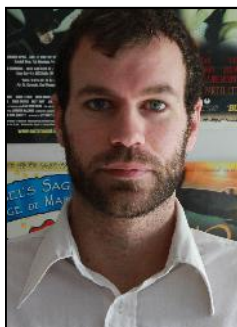
With funds from the Post-Media Raise-a-Reader campaign, we were able to add resources for our tutors. Service Canada provided support through its Summer Jobs Program. The Department of Education, the Eastern, Western and French School Boards, the Charlottetown Royalty Rotary Club and Club Richelieu all contributed to help defray the salaries and travel costs of tutors. A special donation from the Telus Community Foundation allowed us to expand the program resources.

Adult Learners Week (ALW)

This year we went to Summerside Holland College and brought entertainers to the GED class. Lennie MacPherson made the crowd laugh with his comedy and Marc Haines had their feet stomping to his music. Kim McGrath Myers gave an inspirational speech and shared her story of going back to school.



Marc Haines
Musician




Lennie MacPherson
Comedian



Kim McGrath Myers
Guest Speaker

2010 PGI Golf Tournament for Literacy

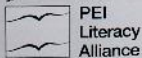
Our 20th PGI in PEI was another success. We returned to our home golf course - the newly renovated Green Gables Golf Club.



*Thanks
to our
Literacy
Leaders*

APM • Atlantic Lottery
Holland College • Island Coastal Services
Kwik Kopy Design and Print Centre
Metro Credit Union
Mi'kmaq Confederacy of PEI
**Department of Education and
Early Childhood Development**
**Department of Innovation and
Advanced Learning**
The Guardian • UPEI
Workplace Learning PEI Inc

All proceeds to



Folk singer Valdy golfed with us and entertained the crowd at lunch time.



Blair MacLauchlan (left) accepted the Gzowski award from Alliance Chair Joey Seaman.

Our “leader board” at the entrance to the golf course helped to recognize our sponsors.

*Many thanks to all our
sponsors, golf day volunteers,
committee members and
supporters.*

Bursary and Scholarship Winners

Part of the money from our PGI goes directly to adult learners to help them complete their studies. This year we had a husband and wife team for the first time. Here are some of our 2010-2011 recipients.



Terry Affleck



Doug Curtis



Kofi Afari



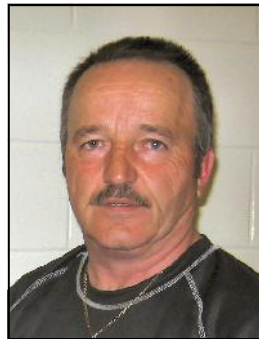
Paul Beaton



Crystal Beaton



Mihrije Braha



Kevin Sampson



Garth Carter

Activities Report

Conferences/Presentations/Meetings

2010

April 9—Satya Brink and Audrey Penner research presentation
 April 26—30 meetings with the Movement for Canadian Literacy in Ottawa
 May 5—Holland College graduation in Charlottetown
 May 6—Holland College graduation in Morell
 May 11—Spotlight on Learning planning meeting in Toronto
 May 15th—Children’s Literacy tea in Cornwall
 May 18—workshop on Impromptu Speaking
 June 16—Concert for Literacy
 June 17—PGI Golf tournament for Literacy
 June 30—Ontario Literacy Coalition conference call
 July 6—MCL conference call
 July 14—Rotary Spelling Bee
 July 20—Grant adjudication at The Guardian
 October 5—Senior’s project meeting
 October 18—20—Spotlight on Learning Conference in Toronto
 October 31 - November 4—Canadian Literacy and Learning Network meeting in Ottawa
 November 12—Spotlight on Change workshop
 November 13—Strategic planning
 November 29 Recognizing Life’s Work workshop
 November 30—Family Literacy Network meeting
 December 6—Montreal Massacre memorial
 December 8—PEI Volunteers for Literacy Board meeting

2011

January 11—East Prince Seniors Initiative (EPSI) meeting
 January 13—Workforce Forum planning meeting
 January 18—Lunch and Learn on “Communications”
 March 29—Ready for Work Forum

Committees and Boards

PGI Golf Tournament for Literacy Planning Committee
 Canadian Literacy and Learning Network
 Holland College Adult Education Advisory Committee

Holland College Adult and Community Education Board
 Workplace Learning PEI Inc. Board
 Charlottetown Rotary Literacy Foundation Board of Directors
 Family Literacy Network
 P/T Committee of the Canadian Literacy and Learning Network
 Healthy Living Network

Consultations

Brian Oulton, PEI Trucking Sector Council
 Eric Bedard, Office of Literacy and Essential Skills
 Lowell Crokin, Elections PEI
 Catherine Freeze, Department of Community Services, Seniors and Labour
 Bernard Gillis, Metro Credit Union
 Barbara Macnutt, Director, Literacy Initiatives Secretariat
 Michael Dawson and Marie-Josée Villeneuve, Office of Literacy and Essential Skills
 Nora McCarthy, Native Council of PEI
 Dale McNevin, local artist
 Rachael Mella, auditor
 Audrey Penner, Holland College
 Nishka Smith, Atlantic Evaluation Group
 Ontario Literacy Coalition planning committee
 Allan Gillis, Mi'kmaq Confederacy of PEI
 Jane Laird, Native Council of PEI
 Colette Arsenault, Société éducative de l'Île-du-Prince Édouard
 Catherine McQuaid, Institute of Advanced Learning
 Nishka Smith, Nishka Smith Consulting
 Kerry Anne MacDougall, Insight Marketing
 Julia Wright, Skills PEI
 Seward Bushie, East Prince Seniors Initiative
 Eric Coffin, Holland College
 Steve McQuaid, Atlantic Evaluation Group
 Patsy Beatty Huggan, The Quaich
 Shawn Murphy, MP Charlottetown
 Jack DesRoches, PGI Golf Committee
 Joey Seaman and Mitch Cobb, Canadian Access
 Terrilee Bulger, Acorn Press
 Pat Charleton, Health PEI
 Henk van Leeuwen, Culture PEI
 Ann Ramsey, Quill Network

Treasurer's Report

The Alliance has had another prosperous year. In November we signed a new two-year contribution agreement with the Office of Literacy and Essential Skills valued at \$294,000. With this support we continued to promote literacy and essential skills across PEI.



Financial Highlights

1. The Post Media Raise-a-Reader campaign headed by the Guardian and Journal-Pioneer newspapers raised \$23,800 and was held September 29, 2010. The funds raised were donated to our Summer Tutoring Program for Kids.
2. The 2010 Summer Tutoring Program for Kids hired 25 tutors and tutored 800 students. Our sponsors were Service-Canada, all the school boards, the Department of Education, the Public Library Service, Raise-A-Reader, Club Richelieu and the Rotary Club of Charlottetown Royalty.

This year the summer tutoring program received a grant of \$8500 from the Telus Foundation to hire extra tutors and develop some on-line resources for parents and tutors.

3. The 2010 PGI Golf Tournament for Literacy raised almost \$38,000 for literacy in PEI.
4. We received a \$5,000 grant from the PEI government to conduct a needs assessment with seniors regarding their health information needs. It was completed in December. This concludes a series of three needs assessments that will contribute to a policy paper for government.
5. An unexpected donation from Laubach Literacy of Canada gave us \$17,000 as part of their disbursement of funds when their organization dissolved.

The Alliance continues on a firm financial footing and we look forward to another successful year.

Notices

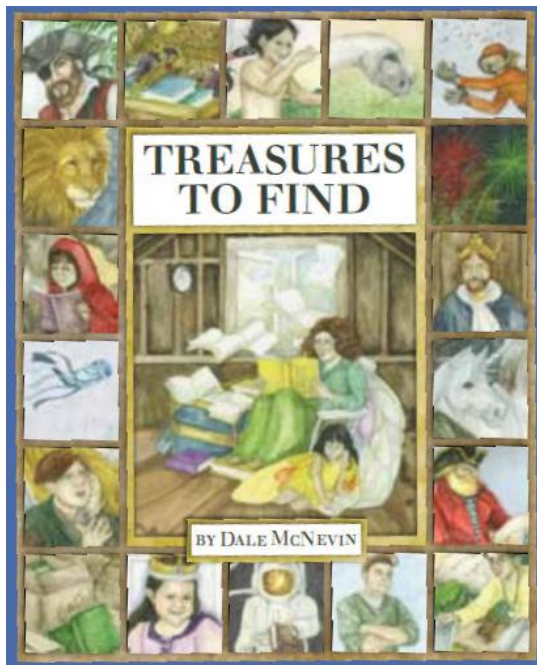
Bursaries Available

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.pei.literacy.ca or call 368-3620.

The next deadline for applications is October 31, 2011.

We hope you will enjoy Dale McNevin's new book, sponsored by the PEI Literacy Alliance.



\$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 honour 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 admissions office.

Want help with reading and writing?

Call the **LEARN Line** –
it's free and confidential
1-800-348-7323

The LEARN Line is operated by the PEI Volunteers for Literacy and supported by the provincial government and the PEI Literacy Alliance.

Nominations Report

This year we are very fortunate that all eight Board members have another year of their two year term or have re-offered for another term.

In June the Board welcomed Jane Laird from the Native Council of PEI who filled a vacancy on our Board in June.

According to our Constitution we can have from 7—10 Board members so there is room for one more. Nominations from the floor?

As it stands at time of printing our Board Members for 2011—2012 are:

Joey Seaman	Past Chair
Lori Johnston	Chair
Natalie Worthen	Treasurer
Mary Burke	Director
Tom Hilton	Director
Colette Arsenault	Director
Jane Laird	Director
Trina O'Brien Leggott	Director
Karyn Noble	Director

At our first regular meeting the Vice chair will be selected.



Our Member Organizations

AIDS-PEI	Seniors and Labour
Canadian Literacy and Learning Network	PEI Department of Education and Early Childhood Development
Canadian Mental Health Association-PEI	PEI Federation of Labour
Canadian Union of Public Employees	PEI Home and School Federation
Community Legal Information Association	PEI Literacy Initiatives Secretariat
Culture PEI	PEI Public Library Service
Early Childhood Development Association	PEI Professional Librarians' Association
Frontier College	PEI Teachers' Federation
Holland College - Adult and Community Education	PEI Trucking Sector Council
Institute of Advanced Learning	PEI Volunteers for Literacy
Learning Disabilities Association of PEI	PEI Writers' Guild
Native Council of Prince Edward Island	Seniors United Network
PEI Advisory Council on the Status of Women	Service Canada
PEI Association for Newcomers to Canada	Société éducative de l'Île-du-Prince Édouard
PEI Association for Community Living	Transition House Association
PEI Businesswomen's Association	University of Prince Edward Island
PEI Council of the People with Disabilities	Women's Network PEI
PEI Department of Community Services,	Workplace Learning PEI Inc.

Thank You to our Supporters

ABC CANADA Life Literacy	Island Press
Andrew Sprague	Jack Desroches
Atlantic Lottery	Jim Day
Barbara Macnutt	Joanne Ings
Bernard Gillis	Kim McGrath Myers
Cavendish Farms	Maritime Electric
CBC Charlottetown	Matt Rainnie
Charlottetown Royalty Rotary Club	Mark Haines
Club Richelieu Port - LaJoye	Metro Credit Union
Commission scolaire de langue française	National Adult Literacy Database (NALD)
CUPE	Office of Literacy and Essential Skills
Department of Education and Early Childhood Development	Patti-lynn Taylor
Department of Innovation and Advanced Learning	PEI Advisory Council on the Status of Women
Department of Community Services, Seniors and Labour	PEI Public Library Service
Donna MacEwen	Peter Mullins
Doug Gallant	Rachael Mella
Dr. Michael Connolly	Service Canada
Eastern School District	Telus Community Foundation
GAIA Management	The Guardian
Heidi Duchesne	The Journal-Pioneer
Holland College	UPEI
Island Coastal Services	Western School Board