



Literacy Quebec

Annual Activity Report

June 1, 2018 - May 31, 2019

We envision a Quebec where everyone has the literacy skills they need to live a fully engaged life.



Literacy Quebec is funded by the Ministry of Education through Programme d'action communautaire sur le terrain de l'éducation (PACTE), and by the secrétariat aux relations avec les Québécois d'expression anglaise.



Literacy Quebec is a proud member of the following organizations:



Message From Our Board of Directors

The board of directors was elected in September of 2018 to fulfill the role of governance for Literacy Quebec. When the board members took office, the year was shaping up to be an eventful one. We had just been granted a special three year project from the English Secretariat to develop, expand and promote our network; we continued to oversee the financial and legal operations of the corporation and were there to give any support needed to our wonderful and experienced executive director. Who could have foreseen that shortly after our first meeting in October we would be surprised with the news that our executive director was to become a mom in Spring 2019. Though thrilled for her, we quickly shifted into “what now” mode, motivated by a need to ensure that Literacy Quebec stayed on course for the 2018-2019 year.

But, stay on course we did. Thanks to Margo Legault and her expert direction of the organization, the reins were gradually handed over to our 2018 summer student, Gabrielle Thomas. Gabrielle officially took on the position of interim Executive Director in early April 2019. Margo welcomed her little bundle at the end of April – the date coinciding with the Scotiabank Race in which Literacy Quebec took part.

To say that we have built a strong team of board and staff would be an understatement! Staffing jumped from being a one and a half person operation to adding four contracted positions, as well as several internships and volunteers. The board quickly stepped up to support Gabrielle as she welcomed the new members to the team.

With having entered our 40th year of operations, we have never been so busy. And it is such an exciting time! New partnerships have been developed, new initiatives undertaken and new opportunities for growth of our network have emerged.

Thank you to all of our wonderful staff: Margo, Gabrielle, and Lauren; our contractors: Chris & Jaime; our interns and volunteers: Sarah Conley, Kerry Whelan, Gary Purcell, Kate Shaw and our volunteers from the YMCA; and to all of our members, who were with us at the start, and who continue to be the grassroots of our organization.

Special thanks to our Board members, Eric, Michèle and Sia, for their professionalism and expertise in ensuring Literacy Quebec continues to move upward.

On behalf of the board of directors, we look forward to the 2019-2020 year!

Joy Fyckes

President, Literacy Quebec Board of Directors

Message From Our Executive Director

A society that invests in literacy is more socially inclusive, safer and creates more vibrant communities. Our work at Literacy Quebec has proven this statement true time and time again – especially in this past year.

This year, Literacy Quebec was recognized as the leading advocate for literacy in the Official Language Minority Communities of Quebec (OLMCs), through a 400,000\$ grant over three years from the Secretariat for relations with English speaking Quebecers. The project, entitled Empowering Literacy Networks, has allowed us to significantly strengthen our network and expand our reach. We have been able to increase our human resources, develop working tools and offer better support to our member organizations. One of the main objectives of the project is to develop partnerships with government agencies and other networks. In year one, we have solidified ties with the Office of Literacy and Essential Skills as well as the literacy network for OLMCs outside of Quebec (Réseau pour le développement de l'alphabétisme et des compétences - RESDAC). This partnership will see the creation of a national literacy organization in the coming years.

We were also able to improve our awareness and outreach efforts through our participation in the ScotiaBank race and the creation of our Literacy Quebec podcast. Both initiatives gave and continue to give us a platform to reach a wider audience all while showcasing the work being done by our member organizations and others across the province.

Going on maternity leave at such a pivotal moment in our organization's history would normally be daunting, but the competency of our trusted Gabrielle and the ongoing support from our hardworking and committed board of directors made it easy. As the Literacy Quebec staff and volunteers braved the harsh weather on ScotiaBank race day, I welcomed my little one into this world.

Gabrielle and I would like to acknowledge the efforts and contributions of our wonderful group of dedicated volunteers, including our Board of Directors (Joy, Eric, Michèle and Sia). We would also like to extend our gratitude and sincere thanks to our staff, contractors, and interns for their continued efforts in moving us forward.

Our team is driven by a vision of empowering people, influencing lives and building a stronger society through literacy. As we head into our 40th anniversary in 2020, we invite you to share our vision and join us as we move forward together.

Margo Legault & Gabrielle Thomas
Executive Director, Interim Executive Director

Support to Our Members

Literacy Quebec provided ongoing support to its members by offering training and assistance via web, email and telephone. The LQ staff fielded and responded to 950+ enquiries and concerns from its membership.

To maintain better contact with members and key players in the field, Gabrielle our Member Support Coordinator, started a newsletter which was emailed to our members and associate members on a monthly basis. This initiative gave us the chance to share regular updates about member activities, grant opportunities and important news.



The LQ Family's surprise baby shower for Margo in February 2019

Members were brought together three times in person for professional development and networking opportunities in September 2018 and February 2019 .



Representatives from our 11 full member organizations

Our 38th Annual Members Gathering was hosted on September 28th, 2018 with 9 out of our 11 full member organizations participating from across the province.

Our staff was very busy this year attending member events and doing site visits! We were able to visit 7 of our members, and participated in 23 of their events.

Projects & Grants

Empowering Literacy Networks

With the Secrétariat Aux Relations Avec Les Québécois d'Expression Anglaise

One of the highlights of 2018 was being invited to sign a new \$400 000 3-year grant from the secrétariat aux relations avec les Québécois d'expression anglaise for a project entitled Empowering Literacy Networks.

Year 1 of this project was lead by Project Coordinator Olivia Kurajian, who worked with us from October 2018 to March 2019. In our first year, we were able to strengthen and develop partnerships with other English networks and organizations. These partners include: CHSSN, QCGN, CEDEC, OLES, RESCAC, QFHSA and LEARN. We also recruited a policy intern to our organization and kickstarted the revision process of our Family Literacy Toolkit. Another highlight of our first project year was when we brought our members together in February 2019 for a working meeting about evaluation practices and measuring our impact.

Year 2 of this project is being lead by Jaimie Cudmore and Chris Shee, who became our Project Coordinators in March 2019. They have worked diligently in boosting Literacy Quebec's profile through the creation of the LQ Podcast. In the year to come, they will be hard at work collecting data from our network and solidifying key partnerships for our network.



Our Productive February Working Meeting

Bâtir des ponts vers l'insertion sociale **Building Bridges towards Social Insertion** **PACTE operation projects**

Another project that Literacy Quebec had the pleasure of working on this year was our social insertion initiative *bâtir des ponts vers l'insertion sociale*. Spearheaded by Chris, the primary objective of this project was to help isolated individuals find volunteer opportunities in English.

Social isolation appears frequently in individuals who are out of the workforce (whether they be retired, off work due to illness, or on maternity leave), as well as in individuals who have moved or are newly arrived immigrants. This isolation can be especially difficult for English speaking individuals, as opportunities to break their social isolation are less frequent, and harder to find.

Chris started this project by reaching out to various not-for-profit organizations. He found out about their volunteer recruitment process and was also able to sensitize them on the realities that prospective volunteers may face when having low literacy levels, or being of English expression. This part of the project reached 35 front line workers (Executive Directors, Volunteer Coordinators, etc.) in the not-for-profit sector.

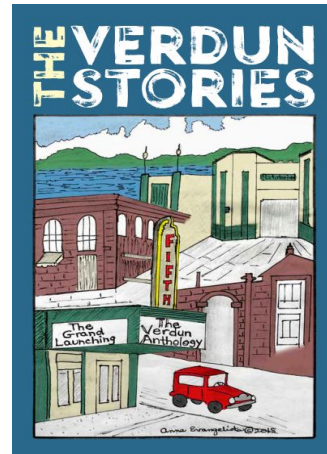
The second phase of this project was to help individuals dealing with social isolation through the process of finding a volunteer opportunity suited to their personal interests. We were able to help 25 individuals in this process, either through training, accompaniment, or direct placement.



Verdun Stories

New Horizons for Seniors Project Grant

Last year, Literacy Quebec launched the Verdun Stories Project. Funded by the New Horizons for Seniors Project Grant, Literacy Quebec and The Suspicious Fish partnered to produce a book for the community, by the community. The *Verdun Stories* is an intergenerational anthology of creative writing pieces by local artists and aspiring authors. Many of the pieces were written in creative writing workshops hosted by Suspicious Fish and their dynamic volunteer Kate Shaw, reaching over 30 people. Adapted measures such as talk-to-text were used in this project to help ensure that all residents, no matter their literacy level, were able to participate.



We would especially like to thank Gabrielle Thomas (LQ team member), Gary Purcell (Suspicious Fish team member), and Anna Evangelista (LQ volunteer) who worked diligently to make this project a reality. It is also important to note that over 350 volunteer hours were contributed to bring this project to life!

On March 2, 2019, we hosted the official launch of the *Verdun Stories* book at Café le 5e in Verdun. Through this launch we reached 150 individuals!



The Fun, Successful Launch of the Verdun Stories

Activities

Family Literacy Day

Once again, Literacy Quebec celebrated Family Literacy Day on January 27th, 2019 at the Montreal Children's Hospital. Olivia, Gabrielle and Chris were onsite handing out free literacy loot bags to kids as well as literacy information to parents and healthcare providers. Through this event we reached 500 individuals.



Olivia and Gabrielle representing LQ

Make a great writing kit!

- Stationery, note cards and postcards
- Paper: Lined, patterned, colour
- Postage stamps and envelopes
- Markers, pens, pencils and coloured pencils
- Erasers and scissors
- Stickers and labels
- Tape and glue sticks
- Embellishments
- Sparkles and sparkle glue
- Ink stampers and ink pads
- Word puzzles and games



- Something to keep it all together! (Basket, tote bag, crafting box)

 Literacy Quebec represents 13 community-based literacy organizations which serve Quebec Anglophone families and individuals. These organizations are located across the province and offer various forms of literacy services, from one-on-one tutoring to small group instruction and learning centres.

Literacy Quebec
www.literacyquebec.org
info@literacyquebec.org
514-508-6805

 #LiteracyMatters

Family Literacy Fun!

- Become a pen pal
- Write a story
- Try a new recipe
- Write a song
- Scrapbooking
- Make a grocery list
- Make a family tree
- Create a family calendar
- Design a birthday card
- Address an envelope
- Organize a scavenger hunt
- Design a board game

Writing Kits: An LQ Family Resource

Health & Wellness Fair

Literacy Quebec participated in the Verdun Health and Wellness fair on May 31st. This is a wonderful opportunity for us to connect with health and wellness organizations and service providers and let them know how literacy can affect the wellbeing of the people they serve. It is also a great opportunity for us to raise awareness within the community at large. Through this event we were able to reach 500 individuals.

Scotiabank Charity Run

Organized by Chris Shee, Literacy Quebec was able to participate and raise funds in the Scotiabank Charity Run. Chris recruited 16 individuals, who all ran and raised funds for literacy. Together, LQ volunteers and runners contributed over 500 volunteer hours to this initiative.

“For me, the opportunity to support Literacy Quebec gives this event a long-lasting impact...it also creates a fellowship for the community which pulls people together in a really positive way.”

- Larissa Andrusyshyn,
2019 Runner for Chateauguay Valley
Literacy Council



A huge **THANK YOU** to Chris, and all of the amazing runners who came out and braved the rain that weekend in support of literacy. Go team LQ!



The Talk of the Town: Team LQ!

Direct Services

Literacy Quebec offers a range of training and professional development services to community organizations and front line workers. This year Literacy Quebec was able to provide three workshops on a variety of topics, benefiting 55 individuals.

- **Workshop on Volunteering**
Hosted by RECLAIM Literacy in Verdun, QC: 15 participants
- **Workshop on Clear Writing and Plain Language**
Hosted by Concordia QUESCEN in Montreal, QC.: 30 participants
- **Workshop on Early Childhood Literacy and Mother Goose**
Hosted by CCS (Collective Community Services) in Verdun, QC.: 10 participants

Book Giveaways

Literacy Quebec regularly receives donations of high quality new English books. To help spread the love of reading, we distribute these books throughout the community in a few ways. By far the most popular way is simply by setting up a table outside our office doors with a sign that says free books! Passersby can pick themselves a new read (or two) and continue on their way. This has proven to be very successful, particularly on warm summer days when Verdun Street has significant foot-traffic.



Freda Hudson Award

The recipient of this year's Freda Hudson award was Maureen Floen from RECLAIM Literacy. In 15 years, Maureen has contributed over 3000 volunteer hours to tutoring. Her specialty is in helping learners with the very basics of literacy. Congratulations Maureen, and Thank You for your dedication as a volunteer.

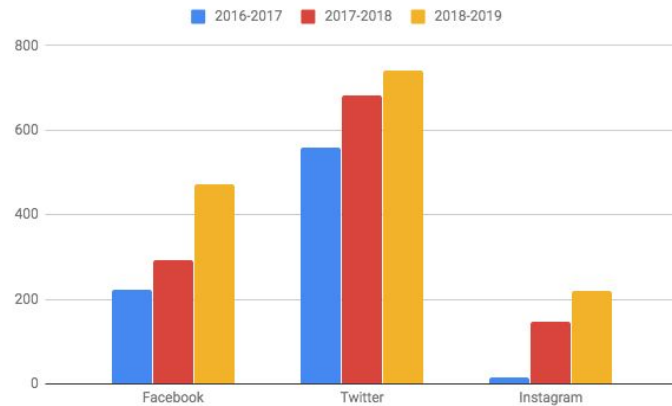
This award was inaugurated in 2007 in honour of a remarkable volunteer. It is presented annually to an active and longstanding volunteer, someone who has made a significant contribution to Literacy.



Celebrating our 2019 Award Recipient, Maureen

Communications & Campaigns

Literacy Quebec's online presence continues to grow. Our Facebook page has seen a significant increase from 294 to 472 followers. Our Twitter continues to be our largest platform, now with 740 followers (a steady increase from 681 last year). Instagram has also seen growth, not with 220 followers, an increase from the 148 followers we had previously.



Our YouTube Channel had one new video uploaded to it this year. Although this is not a significant platform for us, YouTube continues to be a useful tool in sharing video content.

Campaigns

Once again, Literacy Quebec has participated in several social media campaigns, such as Adult Learners Week in collaboration with RGPAQ's Semaine de l'alpha pop, using the hashtag **#ProudToLearn**.

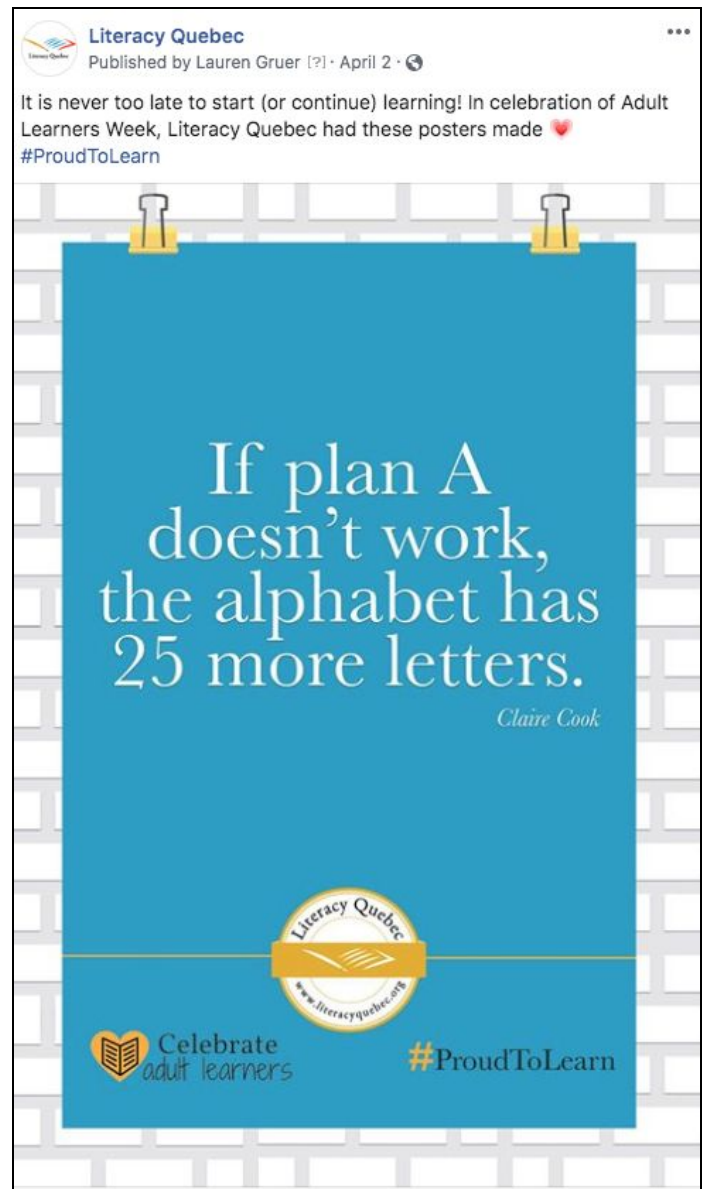
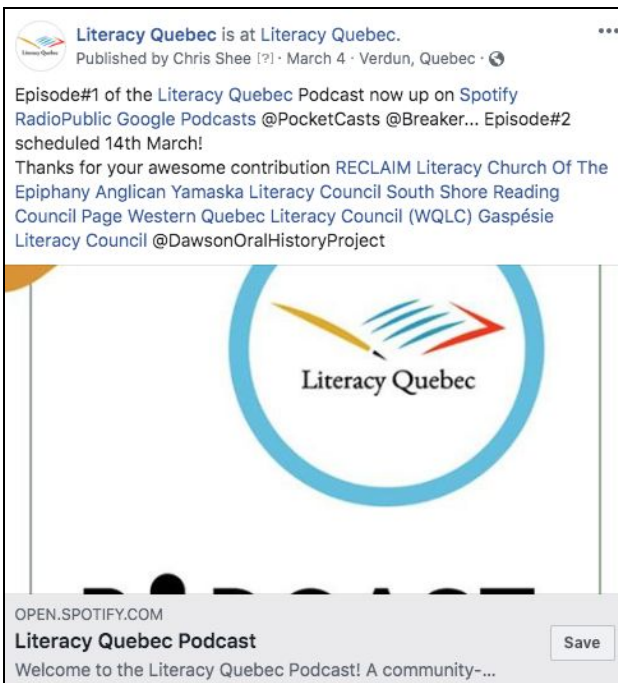


The **#WomenInLiteracy** campaign continues to be one of our favourites, highlighting all of the work being done by women in the field of Literacy. It is an especially important campaign to us because all of the literacy groups we represent are run by women, and staffed almost exclusively by women.

Other campaigns that we highlighted on social media include **#FamilyLiteracyDay** and **#InternationalLiteracyDay**.

Our Most Popular Posts

Here are our three most popular posts on Social Media this year! These are the posts that earned us the most likes, comments, and shares. What were they about? Top Left : Celebrating the “Hooked on School Days”, Bottom Left : Our Podcast Launch! Right : Our #ProudToLearn campaign.





A new and exciting addition to our social media presence has been the Podcast series. Led by Chris Shee and Jaimie Cudmore, these podcasts offer a truly powerful way to connect with listeners. This year they were able to produce 6 podcasts, which had over 350 listens (and counting).

Because of its encouraging success, the podcast series will be continuing! Through storytelling and discussion with invited guests, Jaimie and Chris explore all things literacy.

Be sure to follow us on your favourite streaming service.



Volunteers

Literacy Quebec welcomed 71 volunteers this year, who collectively gave 1500 volunteer hours to the organization. These volunteers helped us in a variety of ways. Whether it be participating in fundraising events, working on content for our Family Literacy Toolkit, or just general help around the office, we could not do it without the hard work and dedication of our volunteers.



Volunteer

(vol-un-teeer)

Noun: a person changing
the world one act of
kindness at a time

thank you!

Would you like to become a literacy volunteer?

Literacy Quebec is always recruiting volunteers in: Social Media, Political Science, Marketing, etc. We offer flexible volunteer and internship opportunities in English. Send your CV to info@literacyquebec.org if you are interested!

Representations/Advocacy

Literacy Quebec was invited to speak and participate in a number of events and meetings throughout the course of the year. Here are some highlights:

- Invited to participate in the Verdun Fête de Quartier, September 29th, 2018.
- Participated on four occasions in conference calls with the Ministry of Education.
- MMIWG Commemoration Fund meeting hosted by the Status of Women Canada.
- Participated in discussion on the modernization of the Official Languages Act, hosted on April 26th, 2019 by Heritage Canada in honour of the 50th anniversary of the Official Languages Act.
- Participated in six COMITE MIXTE meetings throughout the year. The COMITE MIXTE is a table made up of organizations funded through the Ministry of Education.
- Participated in a Comité de liaison meeting on June 12th, 2018 with the Ministry of Education's PACTE team.

Our team also attended the following events:

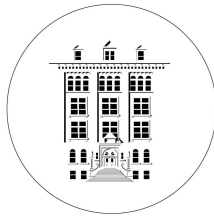
- Social enterprise webinar with Innoweave
- QCGN Plenary
- Isabelle Melancon Open house
- Southwest Mission community lunch
- Press conference for Secretariat announcement
- Engaged Learning Symposium hosted by SEDE
- Essential Skills Forum
- Public Health Agency Canada webinar
- Lancement de la journée de la persévérance scolaire
- RQ-ACA General Assembly



Networking and Partnerships

Networking and fostering partnerships continues to play an important role in the work that Literacy Quebec does. These opportunities allow us to raise the profile of Literacy Quebec, and subsequently our member organizations. This year, our team participated in over 70 such opportunities, reaching over 700 individuals through these various meetings.

Partnerships



Donors

Thank you so much to all of our donors who have supported us once again.



Governance & Operations

Human Resources

The following positions were retained:

- **Executive Director** Margo Legault (Maternity Leave Replacement - Gabrielle Thomas)
- **Communications and Marketing Coordinator** Lauren Gruer

This year, Literacy Quebec was able to add the following new positions:

- **Member Support** Gabrielle Thomas
- **Project Coordinator** Olivia Kurajian (October 2018-March 2019)
- **Project Coordinator** Chris Shee (March 2019 - Present)
- **Project Coordinator** Jaimie Cudmore (March 2019 - Present)

Literacy Quebec provided the following employment opportunities through the Canada Summer Jobs program of the ESDC:

- **Community Outreach** Gabrielle Thomas
- **Communications** Gabrielle Vachon

Annual General Meeting

Literacy Quebec hosted its Annual General Meeting on the 28th of September 2018. 9 out of 11 full members were in attendance. It was held in Montreal, Quebec, at McGill University.

Board of Directors

- **President**
Joy Fyckes, RECLAIM Literacy
- **Vice-President**
Joanna Bateman, Literacy in Action (Sep. 2016 - Feb. 2019) Seat vacant as of Feb. 20 2019.
- **Treasurer** Eric Aubry
- **Secretary** Michele Gagnon, Western Quebec Reading Council
- **Director** Sia Spanoudakis

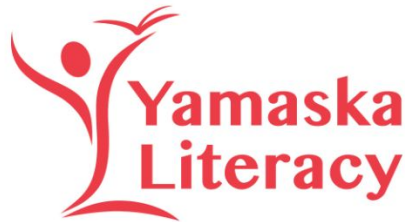
The Board of Directors met 7 times during the course of the year, and continued to provide service to members and respect all legal obligations related to incorporation. They supported the submission of project proposals and the development of partnerships deemed beneficial.

Committees

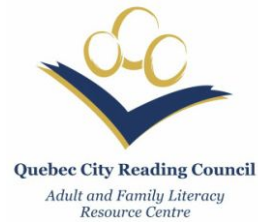
The following committees were maintained:

- Freda Hudson Volunteer Recognition Award Committee
- Human Resources Committee
- Nominations Committee

Members



Western Quebec Literacy Council



Associate Members





A society that invests in literacy is more socially inclusive, safer and creates more vibrant communities.

Donate, volunteer, sponsor – every action has a positive impact.