

2019/2020

40
Years

ANNUAL REPORT

40th Anniversary Edition



www.literacyquebec.org
info@literacyquebec.org
1-855-890-1587

Funding

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:



A Message From our Board of Directors:



Happy 40th Anniversary, Literacy Quebec!

Our plans to celebrate this wonderful milestone took a sudden turn when the world changed in March, due to COVID-19. We looked forward to celebratory gatherings, new initiatives and partnerships, and moving Literacy Quebec into the next 40 years.

Though change sometimes causes anxiety and fear, this change enabled us to take a step back and look at what Literacy Quebec stands for, and focus our efforts on keeping our mission alive.

With the return of our Executive Director at the end of March (who had spent most of 2019 on maternity leave), it quickly became evident that even though big change was underway, it was still business as usual (albeit with a new normal). We were grateful to Gabrielle Thomas, who stepped into the role of Executive Director during Margo's leave, and for holding down the fort as we continued to create new partnerships and opportunities for Literacy Quebec and its members.

Now, our new normal meant we were needed more than ever to support our members, provide information and advocate for our vulnerable population of learners. Thanks to a project in 2019, we were already comfortable "zooming," and were ready and able to add weekly member meetings. We offered support as the members manoeuvre through the changes their own programs required, and provided a network of support and idea sharing.

Not enough can be said about the teamwork of the Board of Directors during this past year. From helping to hold down the fort by participating in meetings normally attended by the Executive Director, the Treasurer helping with the day to day fiscal management, to all of the team working to ensure that the organization stayed on course. COVID-19 solidified the team effort, and unleashed a newfound energy to make sure Literacy Quebec becomes a voice for English-speakers struggling with literacy in Quebec, and represents this target population on the Pan-Canadian front.

(continued)

So, change can be good. We are moving forward in a positive light, with great opportunities, projects, ideas and motivation. We remain committed to supporting our members, the community, our networks, but mostly those who need us most: the vulnerable population struggling with low literacy. This is especially critical as the world looks very different from what we knew just six, long months ago.

20/20 hindsight - Teamwork makes the dream work! This team of Wendy, Michèle, Eric and Sia that I have had the pleasure to work with this past year, has truly proven to be the dream team that was required during such times of change. That said, the team would not be complete without the ship captain, Margo Legault. Margo, thank you for stepping back into your role so seamlessly and keeping the ship afloat. The board, our members, our partners and network owe you a great deal of gratitude.

Now, on to 2021!



Joy Fyckes
President

Board of Directors



Joy Fyckes
President



Wendy Seys
Vice-President



Michèle Gagnon
Secretary



Eric Aubry
Treasurer



Sia Spanoudakis
Director



A Message From our Executive Director:

As the creator of the Imagination Library, Dolly Parton once said, "Figure out who you are. Then do it on purpose." We have applied this philosophy to guide us through our transformation as our organization continues to manage growth.

Working hand in hand with our members, we have been able to further develop a sustainable community of practice within our network. Collaboration with key stakeholders has yielded a deeper understanding of the issues and challenges faced by those living with low literacy skills.

Literacy Quebec has been able to significantly increase its reach with a focus on capacity building and network development. A highlight from this past year occurred when Literacy Quebec, the Office of Literacy, and Essential Skills and RESDAC joined forces to collaborate on a \$7.5M project, over 5 years. The project brings together Canada's literacy leaders in the English and French Official Language Minority Communities (OLMCs) to create a national literacy organization to represent both OLMCs.

Upon my return to work after one year of maternity leave, the World Health Organization announced that the coronavirus outbreak had become a pandemic. Navigating this uncharted territory has been challenging but we have been able to adapt. At the start of the COVID-19 pandemic, Literacy Quebec was able to position itself at the forefront of matters pertaining to affordable and accessible communications for vulnerable populations. We continue to advocate and work with others to ensure that information reaches as many people as possible. I am extremely proud of everything that was accomplished by Literacy Quebec in my absence.



This, of course, could not have been possible without the astounding support and tactful leadership from our board of directors. Special thanks to Joy, Wendy, Eric, Sia, and Michèle for the continued guidance, provided to both Gabrielle Thomas and myself. I would also like to extend my gratitude and sincere thanks to our staff: Gabrielle, Lauren, Yasemin; our contractors: Jaimie, Chris and Dale; as well as our interns Hoda, and Holly.

2020 marks the 40th anniversary of our organization. We have evolved, grown and adapted to many situations since our inception. Never could we have predicted that we would be celebrating this milestone amidst a pandemic but, we continue to move forward.



Margo Legault
Executive Director

Services and Support

Literacy Quebec provides 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.

We developed a community of practice, providing a space for members to come together and share their passion for literacy, deepen their knowledge of each other's practices, and foster their relationships by interacting on an ongoing basis. A space for open dialogue, sharing insights, advice, and best practices. A space for building on commonalities, addressing challenges, and opportunities. And ultimately, a space for exploring and learning together.

Literacy Quebec organized regular virtual meetings amongst its membership, which optimized the exchange of information and created stronger connections amongst the network. 7 meetings were hosted and a newsletter was sent to the members on a monthly basis.

Our 39th Annual General Meeting was hosted on September 27th, 2019 at Quai 5160, with 10 out of our 11 full member organizations participating from across the province.

Our staff and contractors were very busy this year attending 7 of our member's events and doing site visits. This year also saw the creation of a video series "On the Road for Literacy with Chris," which captured moments from 9 member-visits.



Literacy Quebec
12 subscribers

SUBSCRIBE

- HOME
- VIDEOS**
- PLAYLISTS
- CHANNELS
- DISCUSSION
- ABOUT
- SEARCH

Uploads PLAY ALL

SORT BY



On The Road for Literacy with Chris and Gaspésie Literacy...
8 views · 4 months ago



On The Road for Literacy with Chris and Quebec City...
8 views · 4 months ago



On The Road for Literacy with Chris and Michelle at QCRC ...
6 views · 4 months ago



On The Road for Literacy with Chris and Michelle at QCRC ...
7 views · 4 months ago



On The Road for Literacy and Quebec City Reading Counc...
8 views · 4 months ago

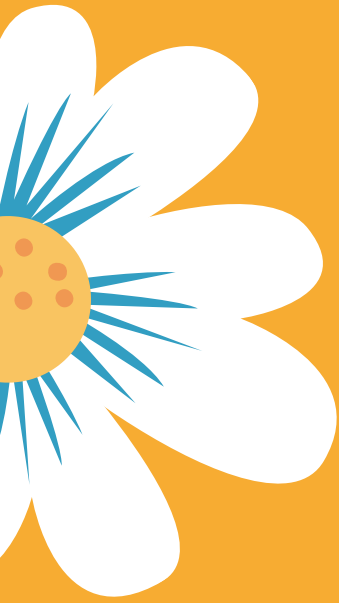


On The Road for Literacy with Chris and RECLAIM Literacy...
3 views · 4 months ago



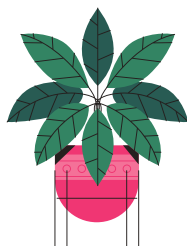
Services and Support

Literacy Quebec offers a range of training and professional development services to its members, community organizations, and frontline workers. This year, Literacy Quebec was able to provide services to 142 people, including:



Direct Services

Sept. 26	Member Mixer at LQ Headquarters	12 attendees
Feb. 19	Literacy and plain language workshop (online)	100 attendees
June 11-12	Family Literacy Toolkit Focus Groups, with Single MOMtreal	30 attendees



142
REACHED

Empowering Literacy Networks Project

With the *S cretariat aux relations avec les qu b cois d'expression anglaise*

Year 2 of the project was led by Project Coordinators Jaimie Cudmore and Chris Shee, with a focus on building capacity, networking and increasing awareness.

Projects developed (or enhanced) thanks to the S cretariat Project:

- Mapping the network: Data profile Project
- Literacy Quebec Podcast
- Early Childhood Symposium 2020
- Family Literacy Toolkit



Data-Profile Project

The Data Profile Project was part of the strategy for developing Literacy Quebec's advocacy work.

The research allowed for a better understanding of the data that exists within the network, and it also identified some challenges. Members collect and report data differently across the network because of the varying capacities and resources available.

The hope for the future is that LQ will be able to highlight the collective impact of the network by sharing the numbers and stories that best represent what is happening on the ground.

The specifics of these activities are included throughout the report.

Literacy Quebec Podcast

This year, Literacy Quebec released Season 3 and 4 of the LQ Podcast.



Literacy Quebec Podcast

Welcome to the Literacy Quebec Podcast! A community-based podcast for English-speaking, lifelong literacy learners in Quebec. Every two weeks our hosts Chris Shee and Jaimie Cudmore from Literacy Quebec explore topics around community building, lifelong curiosity, and the multiple types of literacy. It's incredible what we can learn from each other!

Available on 9 platforms >

[View public site](#)



2019/2020 Stats

12 Episodes

28 Guests

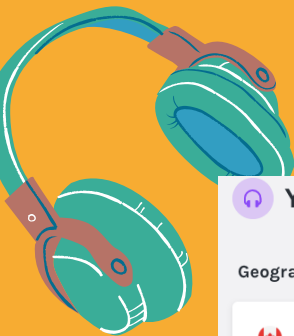
628 Listens

52 Listens/Ep (Avg)

While Season 3 focused on themes of civic media, and financial literacy, Season 4 was an opportunity to look internally to understand literacy's greater external impact.

Some notable interviews include Minister of Justice and Director General of Canada, David Lametti, Matthew Johnson, Director of Education from MediaSmarts, Erica Ruth Kelly from ABC Life Literacy, and many more.

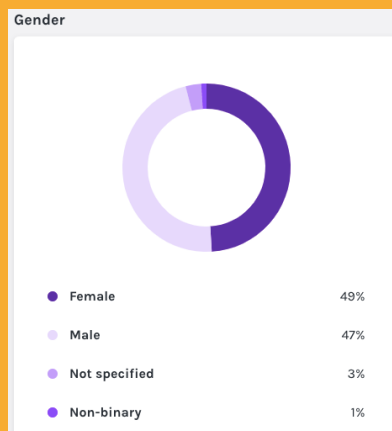
Audience Demographics



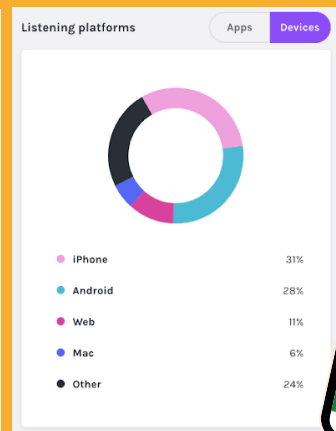
Top 5 Locations



Gender Distribution



Type of Device



Early Childhood Symposium



Literacy Quebec was on the steering committee of the inaugural "Early Childhood Symposium," along with CHSSN, LCEEQ and LEARN.

The event was held on February 11 and 12, 2020.

11

ES2020 early childhood symposium

CHSSN Centre de la santé et des services sociaux

Fondation Lucie et André Chagnon

LCEEQ

Literacy Quebec

Québec

FEB 11 AT 3:30 PM – FEB 12 AT 3:30 PM

Early Childhood Symposium 2020

Centre de congrès Palace

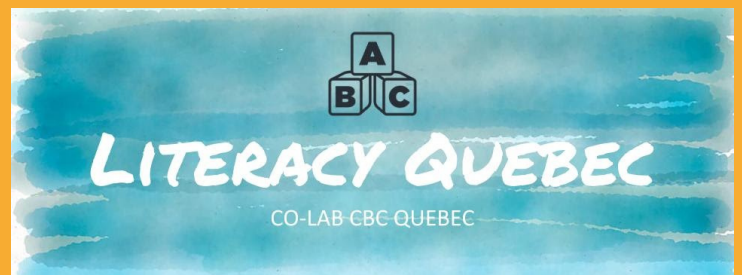


Family Literacy Toolkit

In an effort to support families who want to help their children gain literacy skills in a fun way all the while building stronger family ties, Literacy Quebec initiated a Family Literacy Toolkit.

A focus group composed of 30 parents and children from Single MOMtreal participated in its creation and testing.

This project allowed for the piloting of a toolkit that encompassed more than 30 literacy activities that parents (and caregivers) can do with children 0-5 years old. The toolkit was presented at Bishop's University during their co-lab event in November.



Book Giveaways

Literacy Quebec helps adults and families gain access to English books by organizing free book giveaways.

Here are some highlights from this past year:



- 2000** books (new and used) collected
- 1400** books distributed
- 20** Giveaways
 - **14** in-person, to general public
 - **4** contests online
 - **2** to organizations for redistribution

Scotiabank Charity Run



JO running for Literacy in Action 2019



Eric Vandal before his 10k run - August 2020

Organized by Chris Shee, 11 runners were recruited to run for Literacy. The 2020 race was postponed until April 2021 due to COVID-19; however, 5 runners chose to run virtually in 2020 for their donors and literacy councils.

6 runners have opted to run in 2021.



Activities

Date

June 7th, 2019

AFC Health & Wellness Fair • Location: Epiphany Church



June 17th, 2019

Received Anti-Oppression training from Vincent Mousseau • Location: LQ Office

June 25th, 2019

Received Indigenous Ally training from Jess Beauvais • Location: LQ Office



Sept. 11th, 2019

International Literacy Day Fundraiser • Location: Indigo Place Montreal Trust

Sept. 28th, 2019

Verdun Fete de Quartier 2019 • Location: Quai 5170



Oct. 4th, 2019

Literacy Campaign with National Literacy Network for 2019 Federal election • Online

Jan. 22nd, 2020

Family Literacy Day • Location: Montreal Children's Hospital



On the Road video series and LQ Podcast

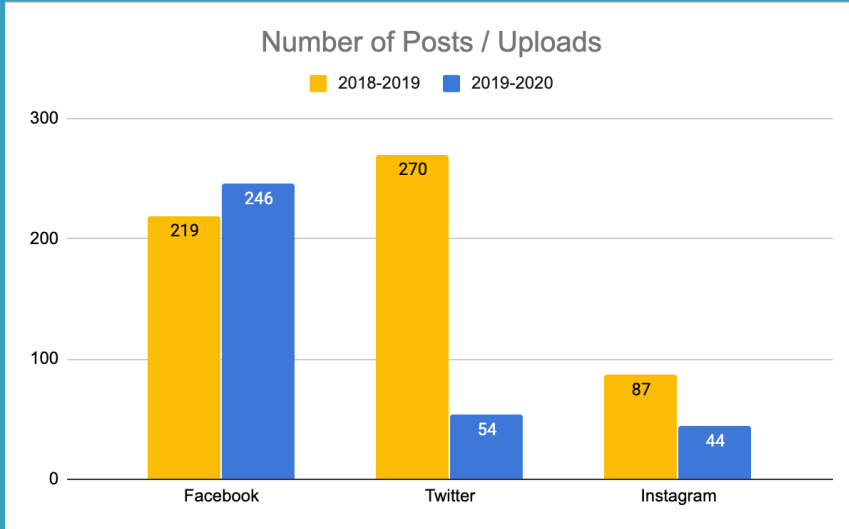


Individuals Reached

Total: 2499



Communications and Campaigns



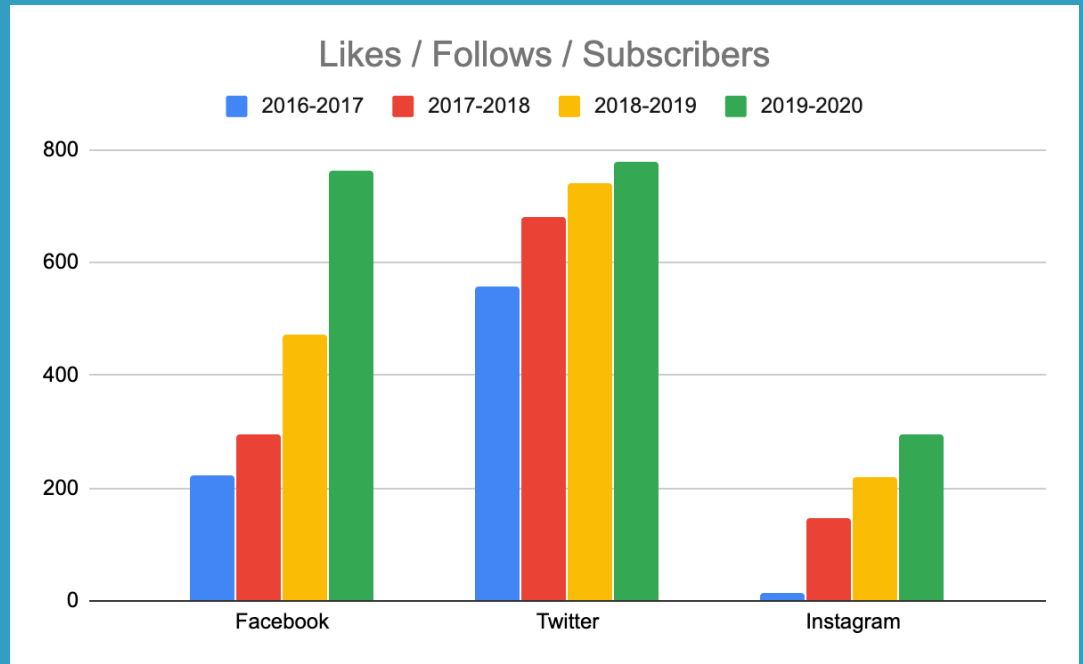
In an attempt to optimize resources, Literacy Quebec made the decision to focus on Facebook while posting to Social Media.

While Twitter and Instagram had significantly fewer posts this year, Facebook had 27 more posts than last year, for a total of 246.

And, it looks like this strategy paid off...

Despite Twitter and Instagram having fewer posts than last year, the number of likes/ follows/ subscribers has increased across the board, for all three platforms.

In addition, the "On the Road " series has heavily contributed to the growth of the LQ Youtube channel, with 23 new videos.



Number of Posts

23

Subscribers

12

Views/Listens

187



Volunteers

Literacy Quebec welcomed 24 volunteers this year, who collectively gave 1723 volunteer hours to the organization.

Our volunteers have assisted in various fundraising events, created meaningful content for students, and everything in between. We'd like to give a huge shoutout to all of our volunteers: we could not have accomplished what we did without your hard work and dedication.



vol•un•teer

/,vælən'tir/

agent of change

Would you like to become a literacy volunteer?

Literacy Quebec is always recruiting volunteers in: Social Media, Political Science, Marketing, Communications, etc.

We offer flexible volunteer and internship opportunities in English.

Send your CV to info@literacyquebec.org if you are interested!



Freda Hudson Award

The recipient of this year's Freda Hudson Volunteer Recognition Award is **Gordon Cook**, a volunteer maths tutor, since 2015, for The Learning Exchange.

Known for his ability to be flexible, informative and friendly, Gordon, a retired Electrical Engineer, wanted to utilize his knowledge and experience of math & the principles of physics to help students studying these subjects succeed.

Having gone above and beyond his initial goal, Gordon's immeasurable dedication and helpful approach with students have made him an invaluable asset to both TLE and CDC-Vimont.



The Learning Exchange is extremely grateful for his contribution to our community and in the advancement of literacy. He is a valued member of TLE's family of volunteers, his ability to work with so many different learners with a kind and welcoming nature makes him truly indispensable (and quite remarkable)!

thank
you

Representation and Advocacy

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

- Participated in the Annual Committee of Assistant Deputy Ministers on Official Languages (CADMOL) Consultations
- ABC Life Literacy Policy Stakeholder discussions on sharing best practices between literacy groups to strengthen government outreach
- Submitted a brief for the Ministère du Travail, de l'Emploi et de la Solidarité sociale's consultation: "Towards a greater recognition and support for community action"



- Participated in a consultation conducted by the Secretariat for Relations with English-Speaking Quebecers on Autonomous Community Action
- A meeting with Minister of Justice and Attorney General of Canada, the Honourable David Lametti
- Participated in 2 Comité mixte meetings (a table made up of organizations funded through the Ministry of Education's Adult Education envelope)
- Participated in a Comité de liaison meeting (brings together umbrella organizations from PACTE and the Instances Régionales de concertation)
- Participated in 4 conference calls with the Ministry of Education
- Participated in working groups with the Ministry of Education

Our Partners & Sponsors



Our Donors



Governance and Operations

Date: September 27 2020
Location: Quai 5160

Our AGM was attended by 27 people, representing 17 organizations.

These included: 11 member organizations, as well as OCGN, CEDEC, CHSSN, RESDAC, CCS, and representatives from the office of Isabelle Melançon.

Attended by:

- Western Quebec Literacy Council
- Literacy Unlimited
- Literacy in Action
- Yamaska Literacy Council
- RECLAIM Literacy
- Châteauguay Valley Literacy Council
- Laurentian Literacy Centre
- Gaspésie Literacy Council
- Quebec City Reading Council
- The Learning Exchange



Photographed: Gabrielle Thomas (Interim Executive Director), David Lametti (Minister of Justice and Attorney General of Canada), Margo Legault (Executive Director), Joy Fyckes (President), Jaimie Cudmore (Project Coordinator)

No. of Board Meetings Held: **10**

Committees

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

Representations and Advocacy

Literacy Quebec is proud to announce that we have spoke or participated in the following events:

Event	Attendees
PACTE Call to LQ	3
Comité de Liaison	100
Comité de Travail	15
Comité Mixte	15
AMIES PACTE	8
Secretariat Meeting	45
Bishops Forum	150
Meeting with David Lametti	6
Youth Inspired! Children's Book Competition	N/A
Co-Lab	100
MTESS Consultation + Brief Submission	100
QCGN Staff Holiday Breakfast and Open House	60
CADMOL Consultation	50
Early Childhood Symposium	250
ABC Life Literacy Policy Stakeholder Discussion	6
Consultation Secretariat ACA	1

Total: 909



Conferences • Networking • Consultations

	People Involved
National Forum: Literacy and Civic Engagement	100
Isabelle Melancon Community Cocktail	120
2019 Beatty Lecture	5
Provincial Employment Roundtable	200
EQDEM Results Presentation	50
Workshop on Education in English-speaking QC	30
Town Hall on COVID-19	45
Briefing and discussion session with key organizations of English speaking communities	30

Total: 580



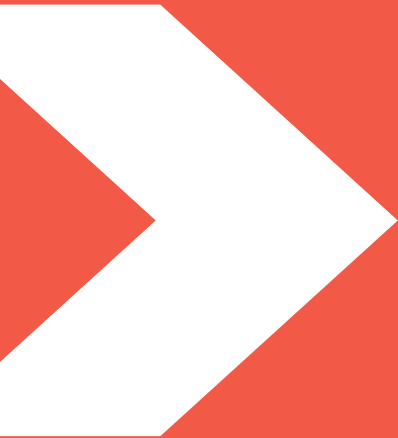
Networking & Partnerships

Thanks to the hard work and dedication, we were able to participate in **17 Networking & Partnership Events**. This included 37 meetings, over various topics, such as:

- Discussing Goodnight Bags Initiative, Potential partnerships in family literacy
- Assisting Mr. Bean in showcasing his art with YES Montreal
- Discussing International Women's Day for LQ podcast
- Discussing Black History Month for LQ podcast
- Discussing the importance of stats for LQ podcast
- Discussing the power of storytelling for LQ podcast
- and many more...

In total, there were **107 people involved**.

RECAP

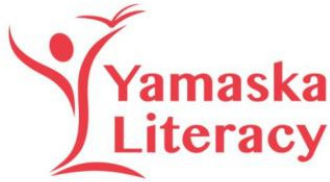


Indirect Service	People Reached
Podcast Guests (pg 8)	28
Activities (pg 11)	2499
Partnerships & Conferences (pg 17)	580
Representations and Advocacy (pg 17)	909
Networking and Partnerships (pg 18)	107

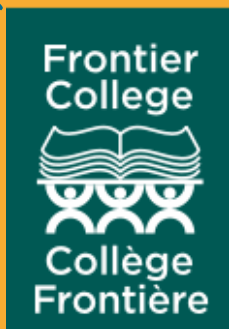
***Total:* 4123**
Individuals Reached



Members



Associate Members



In Memorium

We are deeply saddened to announce the passing of two of our past Literacy Leaders:

Marilee DeLombard



Known as a soft-spoken, kind soul, with a positive attitude, Marilee DeLombard was always available to provide guidance and support to her fellow literacy practitioners.

A wife, mother and grandmother, Marilee dedicated 25 years to the field of Literacy.

Even upon retiring as Executive Director of the Western Quebec Literacy Council, Marilee continued to serve on Literacy Quebec's Board of Directors.

She has contributed to the success of Literacy Quebec since 1994, and will not be forgotten.

In Memorium

Victoria Swift



Vicky was the friendly face that greeted Yamaska Literacy Council members, and was always ready to put on the kettle for some tea, and kind word.

She was humble, cheeky, and had a wicked sense of dry humour. She worked as Admin Assistant for LQ in 2006, connecting with members and supporting the annual conference. Vicky returned to school as an adult learner, getting her Accounting certificate at Campus Brome Missisquoi; a skills she applied to her work at the Yamaska Literacy Council.

Mother, new grandmother, wife, sister, friend, and colleague. Vicky passed away in 2020, but she leaves us with a legacy of the impact she made in literacy, and in the community.

*Thank you to the many people who
have contributed to the success
and vitality of our organization
over the past 40 years.*



Happy ruby anniversary!



Literacy Quebec
www.literacyquebec.org