



Committee for Anglophone  
Social Action

# **ANNUAL REPORT**

**2022-23**

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# About CASA

CASA was established in 1975 to serve the English-speaking community of the Gaspé Coast.

## VISION

The English-speaking community of the Gaspé Coast is a vital linguistic minority that actively participates in and contributes to the social, economic, cultural, and political life of the Gaspé Coast.

## MISSION

CASA works to build and strengthen the vitality of the English-speaking population of the Gaspé Coast by representing the community's interests and designing and delivering programs that respond to its needs.

# Our Action Strategies

How do we build and strengthen the vitality of the English-speaking community of the Gaspé Coast? Through four key components: representation, mobilization, responding to needs, and building capacity.



	<b>GOAL</b>	<b>ACTIONS</b>
<b>REPRESENT</b>	<b>Effective Representation</b>	<ul style="list-style-type: none"> <li>• Build and share knowledge base.</li> <li>• Participate at relevant regional committees and initiatives.</li> <li>• Increase interactions with local, regional and provincial government entities and Francophone stakeholders.</li> <li>• Maintain relationships with key federal government entities.</li> </ul>
<b>MOBILIZE</b>	<b>Grassroots Engagement</b>	<ul style="list-style-type: none"> <li>• Foster communication and concertation across the regional ESC network.</li> <li>• Facilitate resource-sharing and offer organizational support.</li> <li>• Support community-based infrastructure and activities.</li> </ul>
<b>RESPOND</b>	<b>Maintain and Develop Services</b>	<ul style="list-style-type: none"> <li>• Deliver and support programming, activities and events that: <ul style="list-style-type: none"> <li>• Increase access to health and social services in English</li> <li>• Improve children's wellbeing and educational success</li> <li>• Maintain seniors' health and autonomy</li> <li>• Foster involvement in regional community and economic development</li> <li>• Enhance sense of identity and promote culture</li> <li>• Link individuals to regional employment and training opportunities</li> </ul> </li> <li>• Support Francophone institutions and community organizations in their efforts to reach the ESC.</li> </ul>
<b>DEVELOP</b>	<b>Build Internal and Community Capacity</b>	<ul style="list-style-type: none"> <li>• Provide opportunities for employee well-being and professional growth.</li> <li>• Work with partners to recruit and retain English-speaking professionals in the region.</li> </ul>

# President's Message

Last year, we started the year under COVID restrictions. Midway through the year, the restrictions were lifted, and our staff was able to return to work in newly renovated offices.

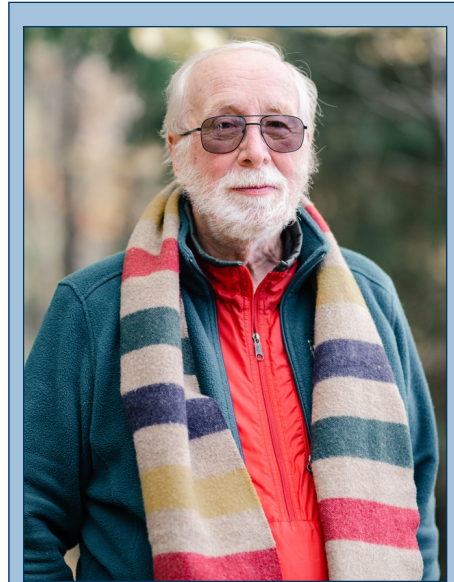
During the period when we were unable to meet centrally, we successfully adopted new communications technology that allowed us to continue working together from home. Despite the fact that the COVID restrictions are no longer in place, we will continue to use that technology in order to benefit from the flexibility that it provides.

After months of online meetings, the popular Seniors Wellness Centres were able to return to in-person operations. Subsequently, participants from all of our nine Wellness Centres came together for the Seniors Fall Fling in October.

During the year, CASA began an exciting new venture called Bonfyre Media, beginning with the construction of a professional sound studio and the launch of an online platform in three different communities. This program allows community members to create and upload videos in order to make them available to others in the community. To date, over 140 videos have been uploaded.

Providing support to other community organizations is one of CASA's priorities. When New Carlisle's thrift shop was threatened with closure, CASA stepped in, created a community committee, and with financial support from MRC Bonaventure, will ensure that this valued service continues.

Lastly, I would like to recognize our team of dedicated employees who believe in community development. Not only do these individuals work hard to achieve CASA objectives, but the majority also volunteer to support activities and organizations in their communities. I look forward to our next year.



FREDERICK KIRCH  
PRESIDENT

# Executive Director's Message



**ALLEN RICHARDS**  
**EXECUTIVE DIRECTOR**

“CASA’s instrumental role as a bridge-builder and liaison has positioned the organization to effect change and influence ongoing services for the community. In real terms, this means that our community members are able to receive the services they need to live their best lives here on the coast.”

It’s been another exciting year here at CASA, exciting activities, exciting initiatives and exciting results! The organization continues to build on-the-ground relationships with partners and service providers that make the lives better for our community members, and those who endeavor to serve them.

The team at CASA has been working hard to support and mobilize the English-speaking community in the Gaspé and community members of all ages are benefitting from our programming.

Our seniors’ activities get people out and keep them active, while our outreach worker ensures that seniors have the information and access to services they need. The health and social services team works as a bridge between the needs of our community members and the services meant to support them. Bright Beginnings’ offers children a hand to get ready for school and life, and supports families who are raising them, while our school liaison works to bring families closer to the schools their children attend.

Through our RIESS work, we help job seekers prepare for the workforce and find jobs. Our Gaspesian Way project to help the English-speaking community benefit from the tourism industry offers events, attractions and projects that promote the community. Finally, our cultural activities, including the development of Bonfyre media to house multimedia content from across the region, along with our studio to create and record music, videos and podcasts, ensures that our voices are shared.

While much has been accomplished and we have many successes to celebrate, the work is ongoing as new legislation in Quebec is putting increased pressure on our community. With bills passed over the past couple years, it is obvious that CASA needs to keep working hard to ensure that our community is able to thrive despite increased pressure from language laws that put our language on a lesser footing than our French-speaking neighbours.

What will the future look like in a province that increasingly requires French to interact with it? How will our most vulnerable cope with situations where they are unable to communicate with the people meant to serve them? What will newcomers experience if they happen to have English and not French as a second language? These questions affect all Gaspesians (not only English speakers) and therefore we stand ready to roll up our sleeves as we have for the past 47 years and continue to work with local citizens and partners to ensure that our community can continue to thrive in the region we call home.

Indeed, now is not the time to rest on our successes, but rather to celebrate our victories and get ready for what is to come. CASA has been, and will continue to be, a champion for our community, ready and willing to help where needed.

I am confident that with the capacity we have developed after many decades of serving English-speakers in the Gaspé, that we have the knowledge, skills and ability to meet the challenges of the future.

I am extremely proud of the work the team and volunteers at CASA are able to do, of our partnerships and collaboration developed with stakeholders on the ground, and I am confident that we will meet the challenges of the future together. In the meantime, I encourage all who like the work we do and who want to get involved, to reach out to us - together we are stronger.

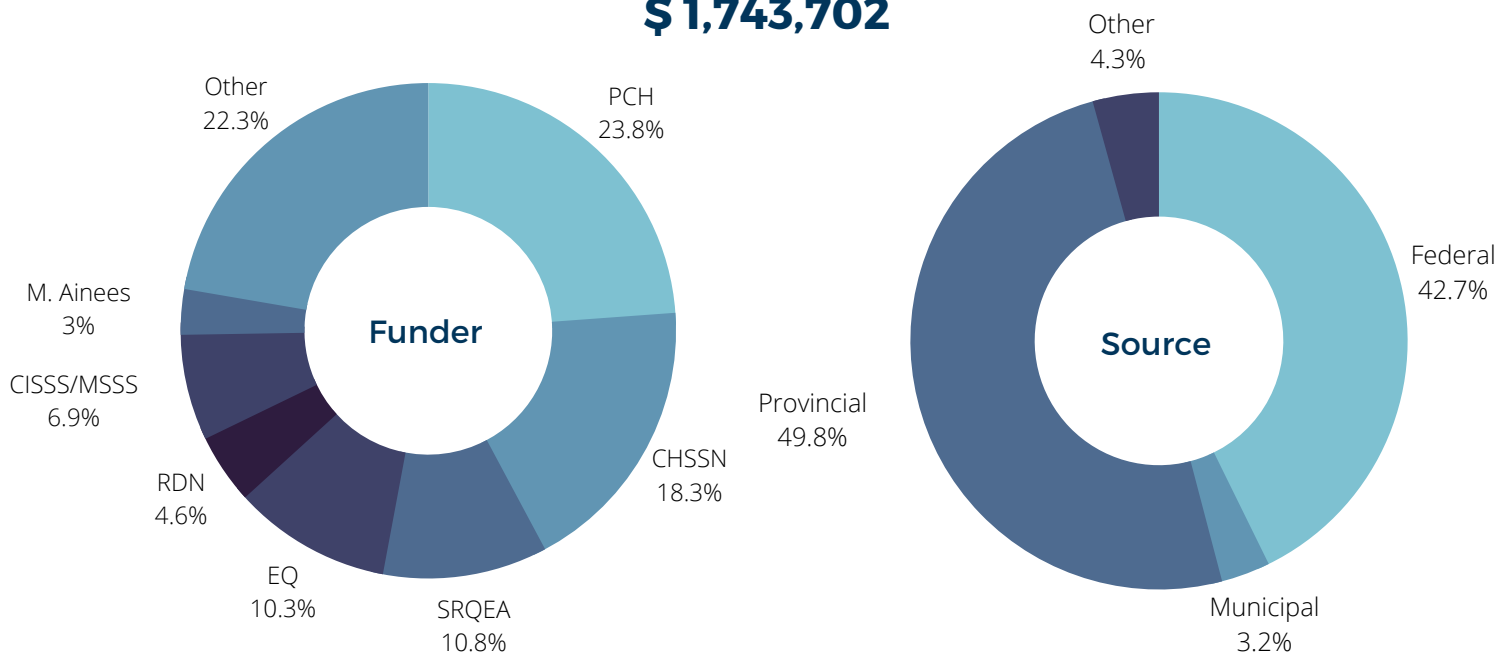


# Year in review

2022-23 OPERATIONAL

## 2022-23 Program and Project Revenue

**\$1,743,702**

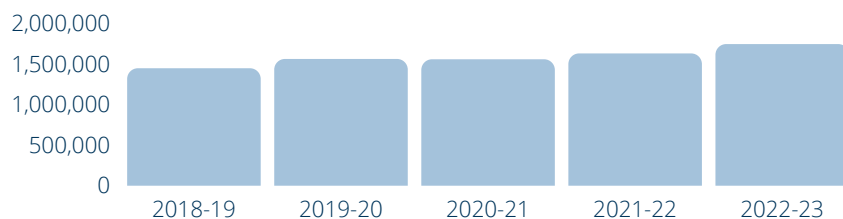


**Fiduciary Management**  
**\$644,099**

**38**  
funding agreements

**25**  
employees

**9%**  
budget increase





# Year in review

## 2022-23 COMMUNITY PROGRAMMING

### PROGRAMMING GOALS




-  Increase access to health and social services in English.
-  Link individuals to regional employment and training opportunities.
-  Foster growth and involvement in the tourism industry.
-  Maintain seniors' health and wellbeing.
-  Improved children's educational success and wellbeing.
-  Enhance sense of identity and promote culture.

### HEALTH AND WELLBEING



#### Strategic collaboration



-  The Patient Navigator helped 56 individuals access services with 158 interactions.
-  CASA staff represented the community at 38 committees and events with 115 meetings.
-  Twelve new partnerships were created with service providers and community resources.

### SUPPORT TO SENIORS

#### Wellness Centres

- 70 in-person sessions with 188 participants
- 31 online events with 443 participants
- 87 participants at Fall Fling

#### Outreach Worker

- 33 clients supported in person
- 1,300 telephone calls
- 304 requests for information

#### Telephone Support

- 18 volunteers trained
- 22 seniors contacted regularly
- 1,289 telephone calls

### EARLY CHILDHOOD



educational kits distributed in 5 schools



participants in 56 community-based activities and events

# Year in review

## 2022-23 COMMUNITY PROGRAMMING



**18**  
community cultural showcases held in 11 communities

**115**  
cultural workers supported

**1,267**  
audience members

**74**  
volunteers



Bonfyre Media is the English-speaking media network for the Gaspé Coast and Magdalen Islands.

Created by CASA, CAMI and VGPN, Bonfyre brings the region's voices to the world.



**10,012**  
website visits

**187**  
videos posted

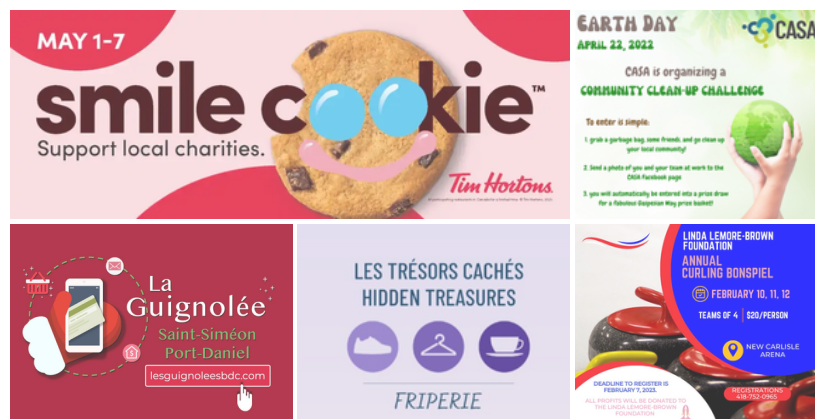
**3**  
community launches

[www.bonfyremedia.ca](http://www.bonfyremedia.ca)



- 14** employability workshops delivered
- 258** individuals received employment search support
- 1** multi-organizational database created to better support job seekers
- 250** youth surveyed and consulted regarding their barriers to employment

*Lending a hand to local charities and organizations.*



# Our Team

## Board of Directors

Frederick Kirch, President  
Stella Kennedy, Vice President  
David Douesnard, Treasurer  
Carl Garrett, Secretary  
Douglas Hunt  
Tony Conoley  
Nancy Doddridge



## Staff

**Allen Richards**, Executive Director  
**Fay Gallon**, Programs Manager  
**Kim Harrison**, Development Officer  
**John LeGrand**, Finance Officer  
**Ashley Renouf**, Office Manager  
**Shannon Day**, Communications Coordinator  
**Jolene Starnes**, Design Agent  
**Hannah Woods**, Receptionist  
**Shelby Flowers**, Summer Student  
**Meredith Griffiths**, Programs Coordinator, Avignon  
**Bruce Wafer**, Project Coordinator, Avignon  
**Cindy Carney**, Employability Agent  
**Vanessa Walker-Plusquellec**, NEEF Project Coordinator

**Juliana Beebe**, Bookmobile Project Coordinator  
**Jim Robson**, H&SS Patient Navigator  
**Shannon Marsh**, H&SS Community Liaison  
**Matthew Munro**, H&SS Mobilization Officer  
**Carissa Dempsey**, Youth Mental Health Coordinator  
**Kathy Gallon**, Seniors Coordinator  
**Madelyn Hayes**, Seniors Wellness Coordinator  
**Sally Walker**, Seniors Outreach Worker  
**Bethany Briggs**, Bright Beginnings Animator  
**Kayla Gallan**, Bright Beginnings Coordinator  
**Dawn Assels**, The Gaspesian Way Agent  
**Trevor Buttle**, Youth Animator



**CASA gratefully acknowledges the financial support  
of the following organizations in 2022-23.**

**Thank you—you make our work possible.**



**CONTACT US**

*Monday to Friday from 8 to 4*

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