



Literacy Quebec



2021-22

Activity Report

A Year in Review

LiteracyQuebec.org

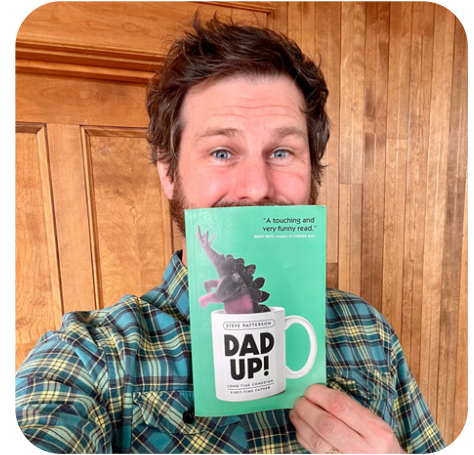
The Team 2021-22



Margo Legault
Executive Director



Laura Thompson
Project Manager



Chris Shee
Community Development
Agent and Podcast Host



Jaimie Cudmore
Research & Data Specialist
and Podcast Host



Peter Morgan
Communications Specialist



Barbara Testa Gadaub
Social Media

As Literacy Quebec changed their fiscal year at the last Annual General Meeting, this report exceptionally covers June 1st, 2021 to March 31st, 2022.

Funding

Literacy Quebec receives core funding from the Ministère de l'Éducation et de l'Enseignement Supérieur through the Programme d'action communautaire sur le terrain d'éducation (PACTE).

**Éducation,
Enseignement
supérieur
et Recherche**

Québec 

Special projects funded by:

**Secrétariat aux relations
avec les Québécois
d'expression anglaise**

Québec 



**Employment and
Social Development Canada**

Canada 



éducaloi
Information Empowers

**Éducation,
Enseignement
supérieur
et Recherche**

Québec 

Literacy Quebec is a proud member of:



COCo (the Centre for Community Organizations) is a charitable organization whose mission is to support the health and well-being of community organizations in Quebec.

Founded in 1946, the **Institute for Cooperation in Adult Education (ICAE)** aims to promote and exercise the right of adults to education and lifelong learning, and to adopt and develop a democratic model of continuing education.



ProLiteracy, also known as ProLiteracy Worldwide, is an international nonprofit organization that supports literacy programs that help adults learn to read and write.

Founded in 1995, the **Quebec Community Groups Network (QCGN)** is a not-for-profit organization linking English-language groups across Quebec.



The **RQ-ACA** represents 64 national groups and organizations and reaches more than 4000 autonomous community action organizations fighting everywhere in Quebec for greater social justice.

Message from the Board of Directors

Another year gone by ... where does the time go?

This past year Literacy Quebec was more active than ever. From renewing our funding agreement with the Secretariat for relations with English-speaking Quebecers, to receiving the mandate to manage an important project from the Office of Skills for Success, there has been growth of human resources, office space and representations.

An important change this past year was to ensure that our reporting is done in a timely and accurate manner. The decision was made and ratified at our 2021 AGM to move our year end to March 31, in line with that of the government. This enables us to more easily report our financial position on our increasing number of government funded projects. With this being the first year of having a March 31 year end, it will be our first time holding our AGM before summer. It also means that this activity report reflects 10 months of activity and not the usual 12.

Thanks to the leadership of our wonderful Executive Director Margo Legault, a great team has been built to accomplish new and old tasks. The continuation of the wonderful support of our members during pandemic times, in helping organizations adjust their programs to respect provincial health directives, and in keeping our members connected through monthly virtual meetings, it has revealed the pandemic has solidified our network. Our new projects are helping to enhance our name, mission and purpose within the province.

Keeping up to speed with the growth, new initiatives and staffing has kept the Board of Directors on our toes, making sure deadlines for applications were met, supporting the Executive Director in the hiring processes, and meeting monthly to ensure our ED and team has the support they need.



Our focus this year was very much on the Human Resources of Literacy Quebec. We outsourced to have processes in place for recruitment, evaluation of potential candidates, interviewing, etc. As a result of that process, we were able to create salary scales for the employees and contractors at Literacy Quebec that more clearly compensate them for their responsibilities at all levels. We also supported flexible work hours, including four-day work weeks, allowing the Literacy Quebec team to have a more balanced work-life schedule.

It is starting to sound redundant saying this each year; however, I must once again mention the fabulous team of board members that I have the absolute pleasure of working with. From Eric's skill with numbers, to Wendy's infinite knowledge of all things literacy, to Sia's grasp of the business world of Human Resources, to Michèle's wonderful secretarial skills (that keep everyone aware of the business at hand), it reinforces the need to have a board made up of people of varied backgrounds, all coming together to make a cohesive team that is there to ensure the well being of the organization.

On behalf of the board, I thank all of Literacy Quebec's team (both past and present) who have taken on the challenge (during challenging times) of moving us forward and making us the voice of English Literacy in Quebec.

- Joy Fyckes
President



Message from Executive Director

“We cannot direct the wind, but we can adjust the sails” - Dolly Parton

Once a year, Executive Directors get an opportunity to be still and reflect on the year gone by. Every year, around this time, as I look back on all of our organization's and network's accomplishments, I am flooded with feelings of pride, joy, gratitude and sheer astonishment.

We have accomplished so much within these past 10 months. In November 2021, we made the move to a larger office space. We took on new projects and secured new partnerships. We pivoted our outreach strategy to English-speaking Quebecers in order to adapt to Covid protocols. We hosted our first rock concert. And we adapted the support offered to our members in order to better serve them and the needs created by their new reality.

Some of the highlights of this year were organizing events with high-profile people like Raffi—yes, Raffi, Baby Beluga and Banana phone Raffi—and Jay Laga'aia (New Zealand-Australian celebrity and host of Lost for Words), as well as collaborating with Monkey Rock Music.

The main contributing factor to any network's success are the people involved. The combined efforts of our board of directors and staff and member organizations have helped build Literacy Quebec's esteemed reputation. Thank you to the stellar team of dedicated and committed board members, whose main focus this year was to foster a culture of work-life balance to ensure the staff's well-being.

To the incredible team of Laura, Chris, Jaimie, Peter, and Barbara: thank you for believing in the vision we had for this year and striving for our collective success. I speak on behalf of the entire LQ team when I say that we are extremely proud of the work that we have accomplished and the support we were able to offer our members this year.

Message from Executive Director (continued)

And to the members who created our organization: we thank you for your active participation, for your input and for sharing your challenges as well as your success stories. We are all in this together and we are here for you. #LiteracyMatters



We are so thankful to our funders and donors for their ongoing support and belief in our mission and in the work that we do. Our success would not be possible without your ongoing support.

As we continue to raise awareness about literacy and the digital divide, I am excited about the future of Literacy Quebec as we continue on our path.

-Margo Legault
Executive Director





Services & Support

Like the previous year, Literacy Quebec held all its training and services online due to the ongoing pandemic. This allowed facilitators to join us from Edmonton, Toronto and Ottawa. It allowed our members to attend from the office, the home office or even while travelling. Again, it opened up the opportunities for access and availability of the speakers, but also the members.

A total of 13 professional development workshops, with 125 participations

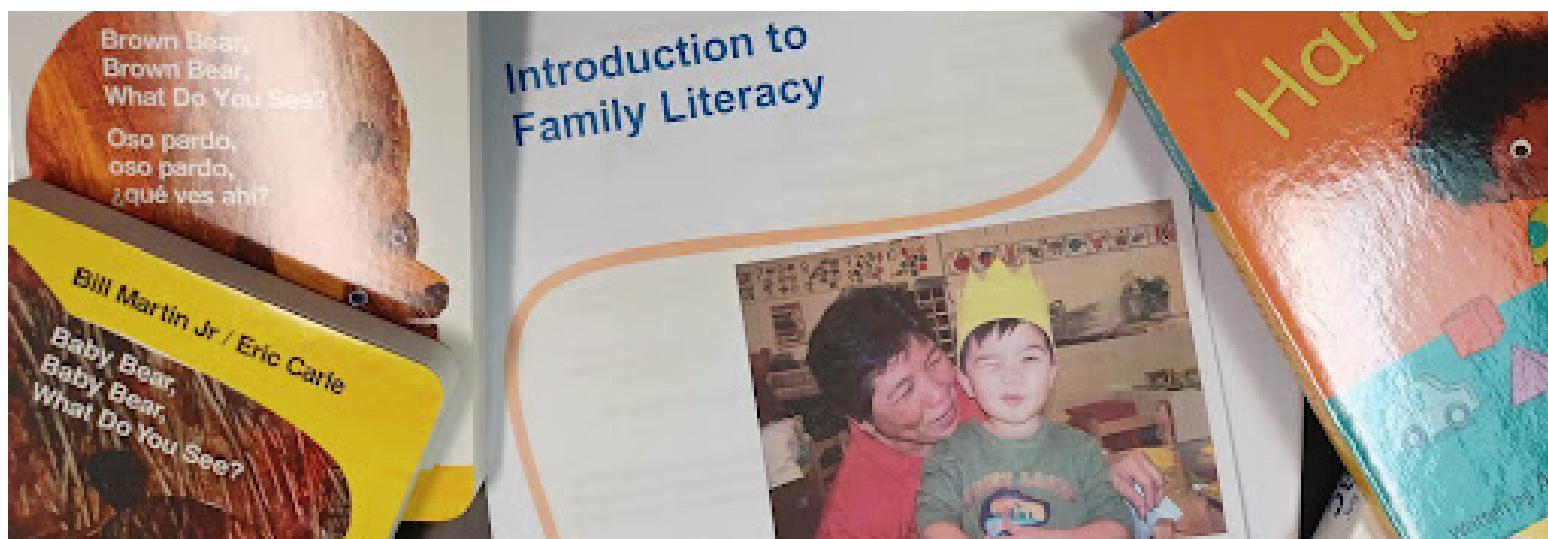
Professional development workshops:

- **One Book, Two Books, Good Book, Bad Book** - Kristin Dmytriw (Centre for Family Literacy)
- **Social Media 101** - Peter Morgan (Literacy Quebec)
- **Work Integrated Learning Student Subsidized Wages for Digital Work** - Vicki Gratkowski (Information & Communications Technology Council)
- **Implications of Bill-96** - Brendan Naif (Literacy Quebec)
- **Intro to First Book Canada** - Tessa Eisenberg (First Book Canada)
- **Family Literacy FUNdamentals** - Kristin Dmytriw (Centre for Family Literacy)
- **Presentation of the report: Single mothers without a degree: an obstacle course to return to school** - Daniel Baril (ICÉA)

Research, statistics and database use via the Research & Data project:

- **Introduction to Data For Good** - Jaimie Cudmore & Data For Good
- **Baseline Data Reports and NPIs** - Russ Kueber (CHSSN)
- **Official Minority Languages Data Dashboard Heritage Canada** - Martin Durand (Canadian Heritage)
- **Experiences in Evaluation** - Mélanie Valcin (Frontier College)
- **Member Survey Launch** - Jaimie Cudmore (Literacy Quebec)
- **Project Evaluation Tool Launch** - Jaimie Cudmore (Literacy Quebec)

Outside of the above 13 workshops, there were also 7 workshops focusing on legal issues with the Éducaloi project. Legal experts presented a variety of legal topics, including volunteers' rights, copyright law, and legal contracts. See the Éducaloi section on p. 11 for the full summary.



Family literacy was also a popular topic and a new friendship was forged with the Centre for Family Literacy in Edmonton. They facilitated two workshops for us, including a 2-day certification course, called **Family Literacy FUNdamentals**. We had **22 participants from 18 different organizations**, including 5 of our member organizations. The workshops were facilitated by Kristin Dmytriw.



Community of practice

Literacy Quebec organized 11 Meetups via Zoom in order to break isolation and to offer its members a space to share, collaborate and support one another.

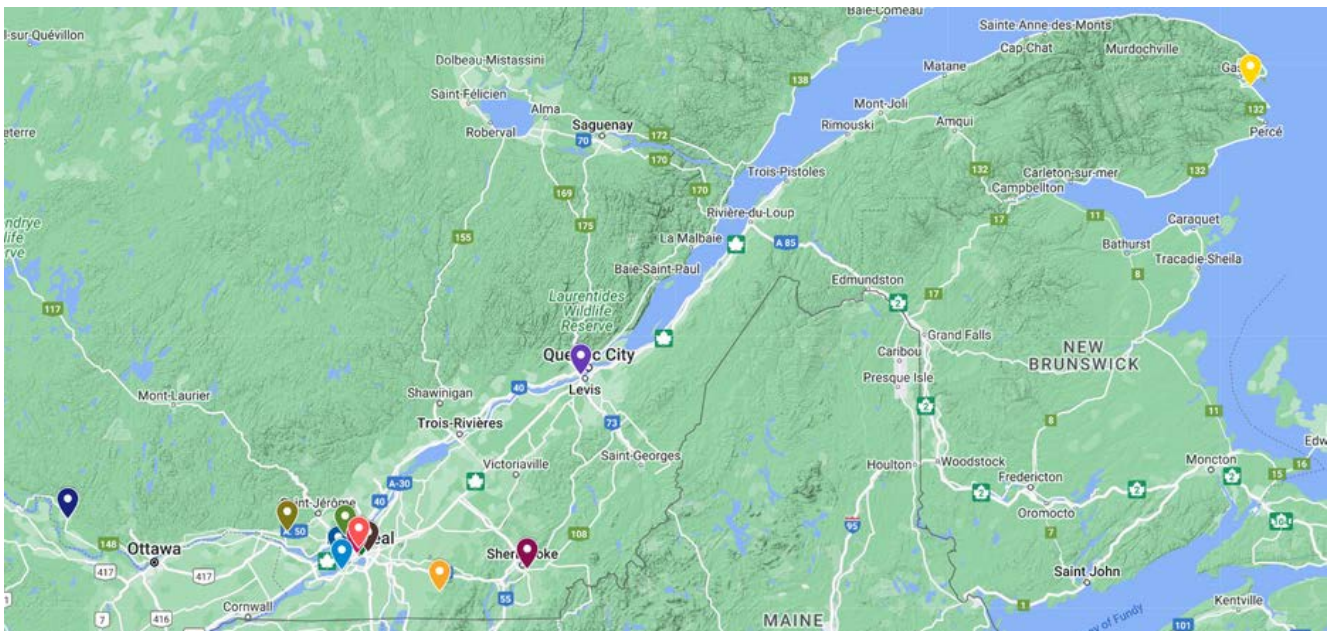
22 different people attended!

A weekly update to our members provided them with vital information and resources. 40 were sent out throughout the year.

Literacy Quebec attended 4 of their members' Annual General Meetings:

- South Shore Literacy Council
- Literacy in Action
- Laurentian Literacy Centre
- Quebec City Reading Council

Despite no in person site visits being conducted due to Covid restrictions, we were still able to support members as they adapted to remote work and online tutoring. We also offered members access to a small professional development fund to respond to their specific needs.





The Éducaloi Community Mobilization Project

In partnership with Éducaloi, the Regional Development Network and Seniors Action Quebec, one of the general goals of the project is to enhance the knowledge of English-speaking Quebecers about legal topics. The first of this two year project enabled us to provide **7 legal workshops**, to distribute print materials and to develop our network's capacity to provide referrals to legal services.

Finding Reliable Legal Information with Richard Goldman (Éducloai)	20
Board of Directors and General Meetings with Mark Phillips	50
Legal Contracts with Guy-Philippe Bouchard	23
Copyright with Erica Drolet-Bergeron	24
Volunteers and Non-profits with Leah Gardner (Éducloai)	27
Workplace Issues for Non-Profits with Carl Trudeau	47
Agreements with donors and partners with Guy-Philippe Bouchard	6

Total of 197 participations

Projects funded by the Secrétariat aux relations avec les Québécois d'expression anglaise

This funding focuses on capacity-building and awareness efforts, such as:

- Research & Data Project
- Literacy & Clear Language 101
- Literacy Helpline
- What's Literacy Got To Do With It? Literacy Quebec Podcast
- The Lace Up 4 Literacy Charity Challenge

Research & Data Project

Literacy Quebec continues to aim to increase its capacity to collect and analyze data and information about its services and the network as a whole. A key need for Literacy Quebec is to understand the impact of the network, identify the needs of those accessing the services, see the reach of the services and demonstrate the requirements for literacy services and support across the province of Quebec.

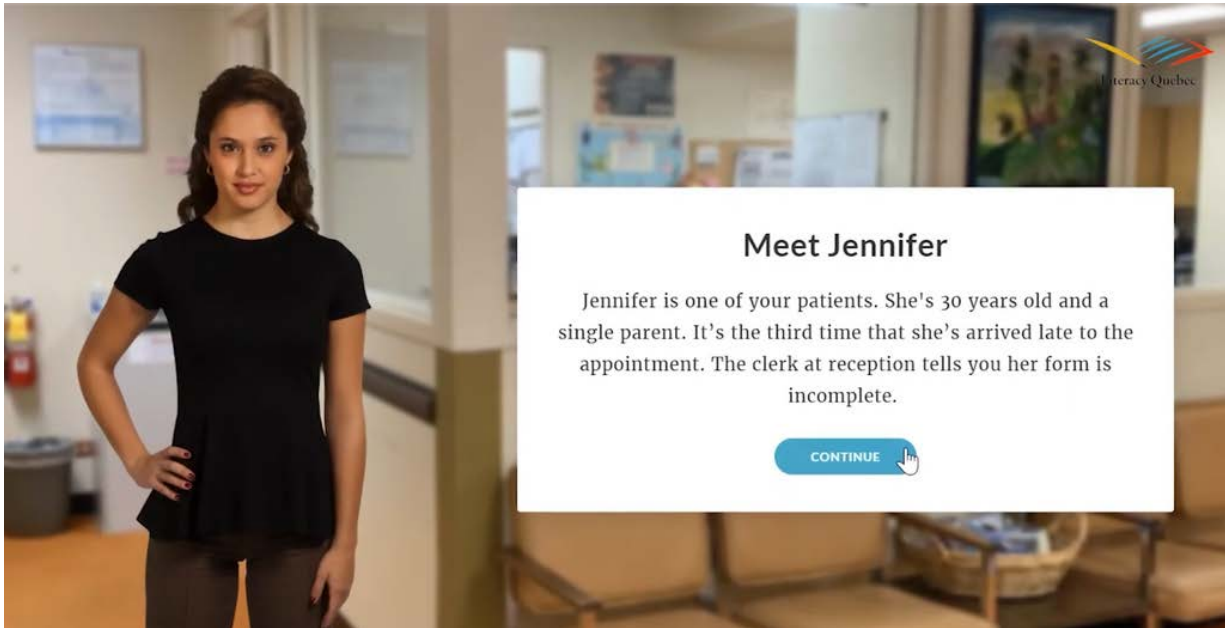
This year, we continued our work on increasing the capacity for our organization and our members to better understand how research and data can positively impact literacy. The Research & Data project, created with our members and partners, Data for Good:

- Designed and launched the Annual Member survey;
- Designed and launched a project reflection and evaluation tool;
- Developed processes that will help LQ and the members to use the tools
- Implemented the use of a CRM to help compile and track organizational data and contacts.

Another key aspect of this project was to build relationships with partners to advance the use of research and data. Partners included Frontier College, Canadian Heritage, CHSSN, and Data for Good.

Literacy & Clear Language 101

As we continued to promote our eLearning course Literacy & Clear Language 101, we had a total of **45 registrants** over our abbreviated fiscal year.



"An excellent course! Lots of great information and very interesting and creative techniques to convey it. I find the parts on How to Support Adults with Low Literacy Skills and How to Write for your Readers especially strong."

Literacy Helpline

The Literacy Helpline saw a huge jump in callers in September 2021 as proof of Covid vaccination became mandatory in Quebec. We helped to print or access **75 vaccine passports** in the month of September alone. Once additional security measures were added, it became harder for us to help those who had not had access to a smartphone or computer during their initial vaccinations.

Stats: 106 calls from 71 different callers.



A newspaper article and a radio interview allowed us to increase awareness of the Literacy Helpline: August 31, 2021 - Sherbrooke Record - "Literacy groups helping to print vaccine passports"



September 2, 2021 - Quebec AM - "Supporting Quebecers with literacy challenges to use the vaccine passport"



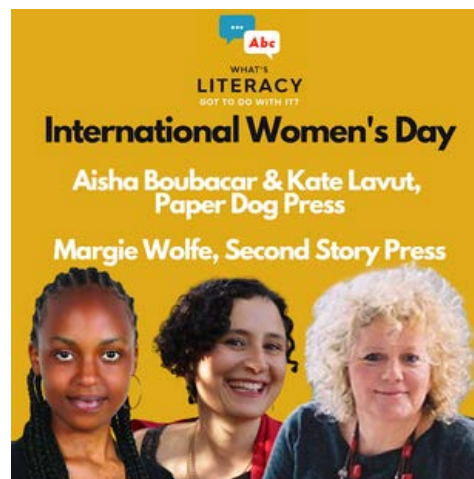
“What’s Literacy Got To Do With It?” Literacy Quebec Podcast



WHAT'S
LITERACY
GOT TO DO WITH IT?

The podcast released its 7th, 8th and 9th seasons in 2021-22! Hosted by Jaimie Cudmore and Chris Shee, episodes featured a variety of conversations on topics such as International Literacy Day, civic and financial literacy, Black History, celebrating Family Literacy Day, International Women's Day and Adult Learners' Week with guests from all across Canada, the United States and even Australia!

Interviewing a whopping 38 guests this year, the podcast had 861 listens from June 2021 to March 2022 and has 5,109 listens since it started. There were so many amazing guests who made an appearance on the show from the remarkable Raffi Cavoukian, TV host Jay Laga'aia and the cast from TV series Lost For Words, MNA Sterling Downey, MNA Greg Kelley, the Green Phantom, staff from UNESCO, everyone's favourite unofficial aunty Uma Gahd, Parliamentary Assistant Christopher Skeete, Family Literacy pioneer Dr. Denny Taylor, Debbie Hynes & Andrea Stanford from CBC and inspirational authors and publishers, Aisha Boubacar, Margie Wolfe, Kate Lavut and Akilah Newton!



Main countries people are tuning in from:



The podcast in numbers:

Number of Episodes: **14**

Number of Guests: **38**

Number of Listens: **861**



Charity Challenge 2022 - #LaceUp4Literacy

The dates for Charity Challenge 2022 fall into our next fiscal year.



“Literacy is a journey, not a race.”
- Bonnie Campbell Hill

Strategic Thinking Sessions

There were three sessions regarding strategic thinking led by expert advisor on literacy Brigid Hayes. Nine of our members attended these sessions.

The objectives were:

- To engage members in a conversation about the larger role of Literacy Quebec in policy and networking initiatives;
- To empower members to participate in opportunities at the local level;
- To ensure the LQ structure supports these policy and networking efforts.

Empowering the English-speaking Community of Quebec through enhanced Literacy and Essential Skills

This five-year project is being funded by the ESDC.

Aiming to empower and improve access to literacy services for the diverse English-speaking communities of Quebec, this project will provide grants to organizations to support English-speakers.

The first step of the project was hiring a project manager specifically for this project.

Crisis Management Project

The goal of the project was to mitigate the impact of disruptions to Literacy Quebec and its member's operations during emergencies by engaging the process of contingency planning.

The final product included the planning guide, planning tool kit and reference document. A printed copy of the resource was distributed to each member organization. Electronic, editable versions are available on the Members' Portal.

After the initial research stage, Marie-Claude Gratton of Espace Idées organized and put everything together, creating these incredibly useful documents. She presented the project to our members and, through the project, was able to offer support and facilitation in the planning process for individual member organizations.

The Crisis Management project was funded by PACTE Project Funding.

40th Anniversary Booklet

After many pandemic-related delays, LQ's 40th Anniversary booklet was finally printed in the fall of 2021. Approximately **100 copies** have been distributed to members, partners, elected officials and friends of LQ.



Book & Resource Distributions



Through an ongoing partnership with First Book Canada and First Book Canada Marketplace, Literacy Quebec was able to coordinate the donation and distribution of 14 684 brand new English books to various community organizations across the province.

In total, 14 684 books (value \$192,543) were distributed in giveaways.

ABC Life Literacy's Workbook Internet Matters: 14 copies

Literacy Quebec's Family Literacy Tool Kit, Second Edition:
158 copies requested by 8 different organizations

"Hats off to Literacy Quebec! I have long been impressed by the family and community literacy projects in Canada and especially the initiatives of Literacy Quebec."

*- Dr. Denny Taylor, Scholar, Author and Activist,
from the Family Literacy Tool Kit*

Community Events

Literacy Quebec hosted 14 virtual Community Events throughout the year and participated in 3 local in person events.

Total number of people reached:

480 participations

Over the year, LQ participated in three in-person events:

- A local Book Giveaway in June (**300 people**)
- A visit to the last Senior's Garden of the season, hosted by Reclaim (**25 people**)
- International Literacy Day - promoted our services and resources (Helpline, elearning, booklets) to 40 community organizations (**60 people**)



Webinars and virtual events: Drag Story Time with Uma Gahd

Over the summer, LQ held 5 virtual, adult story times read by everyone's favourite unofficial aunty, drag queen Uma Gahd. Held on both Zoom and Facebook live, we reached a total of **480 viewers**.



Drag Story Time - Winter Edition was prerecorded and released on Facebook over the December holidays. In each of the seven 30-minute episodes, Uma shared two winter-themed books from classics like "The Mitten" and "Red is Best" to new favourites like "Malaika's Winter Carnival," "Meet the Latkes" and "Baseball Bats for Christmas."

There were **7 episodes**, **14 stories**, and a total of **954 views**.



Raffi
Cavoukian

Time: 1:00pm EST
Tuesday, January 25th



Family Literacy Day with Raffi

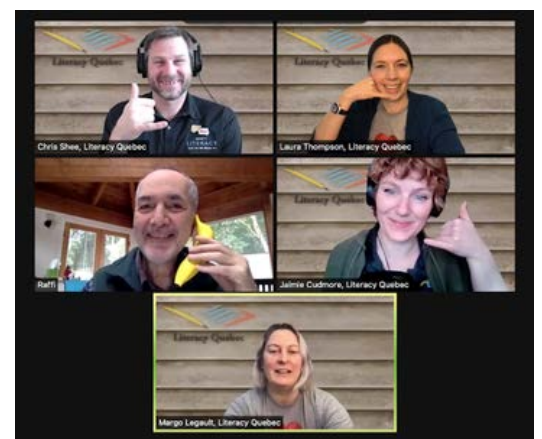
The week of Family Literacy Day, Literacy Quebec hosted children's musician, advocate and legend, Raffi. He spoke about his "philosophy of child honouring" and what we all can do as a whole to support children and each other.

"Thank you for letting me attend the Raffi talk, what a great experience. I think we all needed a good dose of positivity about now, what a pleasure hearing from him. Thanks to the whole team at LQ."
- attendee

25 people in attendance. 110 views on YouTube.

Family Literacy Day Monkey Rock Music Concert

As part of Family Literacy week, Literacy Quebec also hosted a virtual concert by Monkey Rock Music. The concert was a huge success, with 70 families watching live. Between Literacy Quebec's and Monkey Rock Music's facebook and Youtube channels, it had **1183 views** as of March 31, 2022.



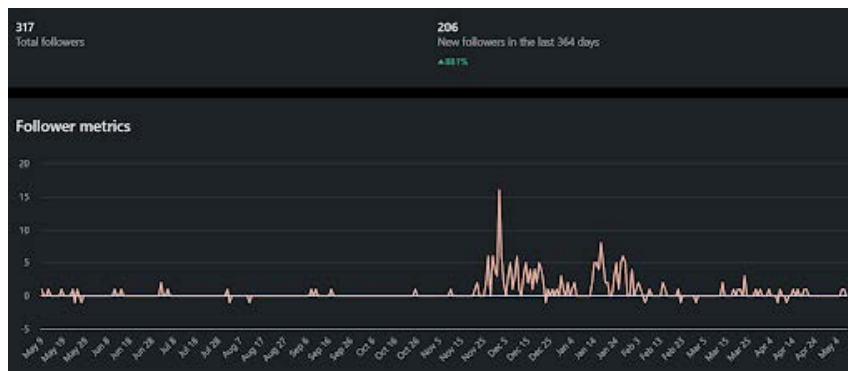
Communications & Campaigns: Social Media

This past year we pushed our social media in new and interesting ways. Facebook was our platform of choice to focus on, as it has the potential to reach the widest audience.

That being said, Instagram and LinkedIn were both updated frequently and all major posts were made to those platforms as well.



An at-a-glance metric for determining the impact of our social media presence is via "reach" on Facebook and Instagram. As pictured below, **Facebook saw moderate growth (22%)** from last year, and **Instagram had dramatically increased growth (70%)**.



Overall, our presence on social media appears to be a successful one, as we are growing in reach and followers year over year. This is likely due to consistent, meaningful and impactful content posting, as well as action on other initiatives outlined in the previous year's activity report.

Still, there is much that can be done to continue and capitalize on this growth, as well as expand the reach of all our social media platforms.

Top Posts Highlights

The highest performing post of the year was announcing that the Literacy Helpline was available for assistance in printing the vaccine passport. The post reached a whopping 5168 people! And nobody even realized that the printer in the photo has no buttons! Still, this post was shared an amazing 47 times, which contributed immensely to its spread and impact. The Literacy Helpline received dozens of calls to assist in printing during that period.

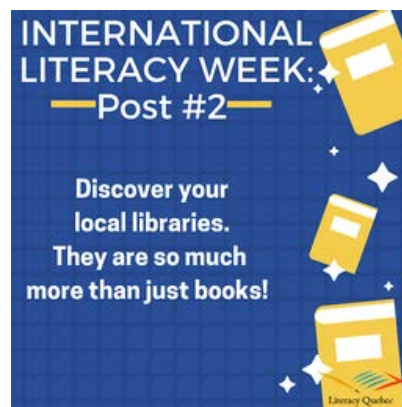


People love Raffi, and pretty much all posts relating to him performed well. Around the same time we also had Monkey Rock Music come on and perform live on our page, and that resonated well with people too! We plan on doing many more of these kinds of events in the future, because people seem to love them.



International Literacy Day

We launched a social media campaign in the week leading up to International Literacy Day. Each day we suggested a way to celebrate, like promoting the Literacy Helpline, taking Literacy & Clear Language 101, exploring your local library or learning about Little Libraries in your area. These led up to a special edition of “What’s Literacy Got To Do With It?” featuring MNA Christopher Skeete, Hervé Hout-Marchand of UNESCO, and the teams from Yamaska Literacy Council and Literacy Quebec.



Music Video “Can I Give You A Hug?”

After the success of the Family Literacy Week Concert, we commissioned Monkey Rock Music to do a special International Book Giving Day edition of their song, “Can I Give You a Hug?” We were thrilled with their amazing work and Taylor's enthusiasm!



Volunteers

“Volunteers do not necessarily have the time; they just have the heart.”

~Elizabeth Andrew

Helpline: 4 volunteers, 350 hours

Charity Challenge: 36 runners, 93 hours

General LQ volunteers: 4 volunteers, 30 hours for book distribution, tech support, administrative help, etc.

Board of Directors: 5 members, 400 hours

TOTAL of 49 Volunteers, 873 hours.

*10 volunteers were recruited through our website and directed to our member organizations



***Thank you to all of our dedicated and committed volunteers.
We realize that time is precious, and that you choose to donate
some of yours to us.***

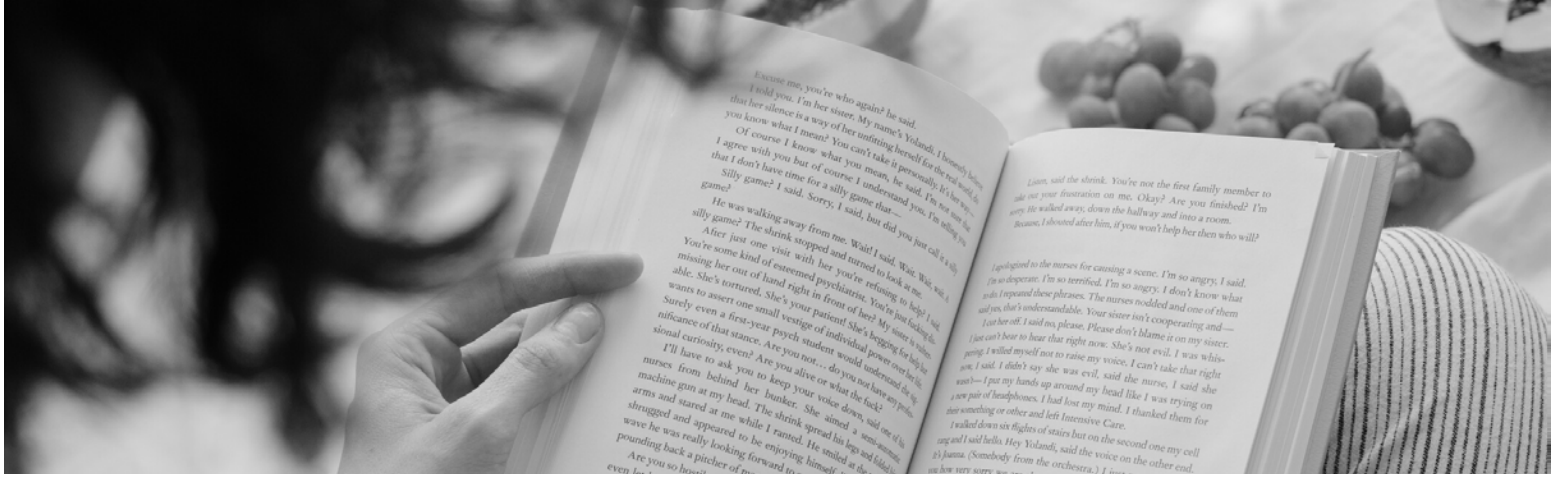
Freda Hudson Volunteer Recognition Award

The 2021 Freda Hudson Volunteer Recognition Award was awarded posthumously to Judith Moseychuck Schurman for her more than 15 years of service to South Shore Literacy Council.

She was described as a “driving force in implementing early childhood programming and broadening [SSLC’s] mandate.” She also had a deep involvement with students, and was a source for frequent counsel and a “bulk supply of elbow grease.”



SSLC’s Executive Director, Rachel Wagner, and Board President, Dolly Shinhat presenting the Freda Hudson Volunteer Recognition Award to Judith’s husband, David Schurman.



Representation & Advocacy

LQ advocates for and represents community-based literacy organizations. It also strives to improve the quality of life of those struggling with low literacy skills through advocacy and awareness efforts. This year, LQ participated in the following:

- **11 representative and participatory events, including consultations, forums and focus groups.**
- 4 meetings with elected officials and government entities, including discussions with the Minister of Justice and Attorney General of Canada, the Honourable David Lametti, the Minister of Education Jean-François Roberge, and the Office of the Commissioner of Official Languages.
- 1 joint panel discussion with Yamaska Literacy Council and Literacy Quebec, called *Adapting Literacy Services: Considerations for Reaching Vulnerable Populations in Times of Crisis*, at the QUESCREN Vitality and Education Forum.

LQ reached a total of **338 people** through these efforts.

All of these efforts resulted in a better understanding of the challenges faced by our network, the impacts of the digital divide and the need for affordable and accessible internet coverage across the province.

Networking and Partnerships

Literacy Quebec sat on 9 various working groups and committees which had 49 meetings.

	# Meetings	# People
Active member of the RQ-ACA	2	50
Member of the organizing committee of the Week for Autonomous Community Action	1	6
Collective of umbrella orgs funded under PACTE (Amies PACTE)	6	9
Data and Research Committee - Data for Good	29	5
PACTE Working group - Funding Framework	5	14
ILET: Inter-Level Education Table QUESCREN	1	11
Institut de coopération pour l'éducation des adultes Board of Director Meetings	1	22
QCGN Community Development Plan - Round Table	2	40
Anglo Family Council NPI, Advisory Capacity	2	4
Total:	49	161

Our Partners & Sponsors

Literacy Quebec is partners with:

- ABC Life Literacy
- Beat the Odds, Experiential Learning, Concordia University
- Canadian Broadcasting Corporation
- Canadian Heritage
- CDEAFC
- CEDEC
- CHSSN
- COco Montreal
- CUPE
- Data for Good
- First Book Canada
- ICEA
- MediaSmarts
- Project WEcare
- ProLiteracy
- QCGN
- QUESCREN
- UNESCO
- Volunteer Canada

Governance & Operations

Number of Board Meetings Held: 9

What they worked on for the year: strategic planning, human resources

List of Committees: Freda Hudson Volunteer Recognition Award Committee, Human Resources Committee, Nominations Committee.

The Board of Directors brings a wealth of knowledge and expertise to the organization. They were a tremendous support to the LQ staff and met 9 times over the course of 10 months.

AGM 2021



The LQ staff were dressed to the nines for our ultra-glamorous second virtual Annual General Meeting on September 28th, 2022. The 20 attendees representing our 11 full member organizations were treated to a special surprise guest, Anita Vowel!

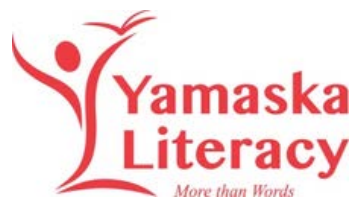


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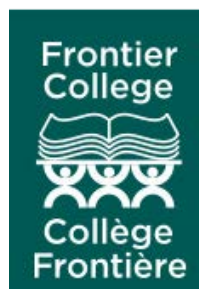
Indirect Services (Occasional Activities)	# People Reached
Podcast Guests	38
Community Events	480
Working Groups and Committees	161
Representations & Advocacy	338
Total:	1017

Direct Services (Regular activities)	# People Reached
Professional Development Workshops	125
Family Literacy FUNdamentals	22
Workshops Éducaloi Project	197
Literacy eLearning	45
Helpline Callers	71
Podcast Listens	861
Family Literacy Tool Kit	8
Internet Matters	14
Volunteers	49
Total:	1392

Members



Associate Members



In Memoriam

This year we remember one of our past Literacy Leaders:

Ruth Thomas



Ruth Thomas, South Shore Literacy Council's former Director, passed away on March 7th, 2022.

She provided over a decade of leadership and left an indelible mark on the Council. Her greatest passion was the Care-Share Club. Her sister, Veronica Thomas, posted, "Yesterday the world lost one of its most beautiful angels. Ruth passed away peacefully at home surrounded by family and loved ones after a long and courageous battle with cancer. She touched many people's lives with her loving kindness and boundless generosity. She was a bright light and a beacon of hope to so many who were lucky enough to spend time with her."

Contributors to this Activity Report

- Annie Gaumond (design)
- Jaimie Cudmore
- Niamh Devaney
- Joy Fyckes
- Jessica Leahy
- Margo Legault
- Peter Morgan
- Chris Shee
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