

**Connect with the
English-speaking
community...**

NEWCOMERS

YOUTH

MEMBERS

COMMUNITY

EMPLOYERS

Annual Report 2010 - 2011



Voice of English-speaking Québec



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Voice of English-speaking Québec

**Board of Directors
2010-11**

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Lori Godon	Warren Thomson
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Staff

Jean-Sébastien J. Gignac, Executive Director
Ellie Fleming, Administrative Assistant
Heather McRae, Project Coordinator
Laura Turner, Newcomers Coordinator

Denise Caughey, Employers Coordinator
Shannon Ker, Assistant Executive Director
Liam Tuppert-Coughlin, Summer Student 2010

Mission Statement

Voice of English-speaking Québec is an autonomous non-profit organization dedicated to the preservation of a dynamic English-speaking community in the Greater Québec Chaudière-Appalaches regions, and to the promotion of its interests.

The following four roles characterize VEQ's goals and all its actions:

Act as a hub of information for the community

VEQ offers information and referral services to members of the community and newcomers. Throughout the year, statistical data and information on the community is gathered and disseminated. Other activities related to this goal include the posting of employment offers on the Job Bank and the preparation and distribution of the *Community Connection* directory.

Foster community cohesiveness

VEQ creates opportunities for social interaction and professional networking for various segments of the community to gather together whether to simply get to know one another, or because of a desire to work together for a common cause.

Activities such as Fall Fest and twice yearly Happy Hours help provide these opportunities for our community.

Support the development of the community

VEQ acts as a catalyst for the development of new initiatives that will benefit the community. Generally this involves obtaining funding for and managing short-term projects, which are then expected to become self-sustaining. In addition, VEQ also helps other organizations to get off the ground.

Recent projects such as the 'Promotion of Bilingualism and Newcomers' Integration Project,' the Life Long Learning Program, and the Art and Culture Youth Project are great examples of how VEQ is supporting the development of the English-speaking community.

Promote the interests of the community

VEQ identifies issues of interest to the community, researching and preparing positions and, if appropriate, presenting these positions to the proper forums or authorities. VEQ views their advocacy role within the community as critical to ensuring the preservation of English-speaking institutions, traditions and cultural significance in the region.

This year, VEQ participated in both the Standing Senate Committee on Official Languages Public Hearings in Quebec City and the Implementation of Part VII of the Official Languages Act: understanding, dialogue, action with the Office of the Commissioner of Official Languages in Ottawa.

President's Message

As I review the last year of activities at VEQ, I am truly impressed at how the organization has continued to provide consistently high quality programs and services to meet the needs of the English-speaking community. This extensive list of activities addresses all four of VEQ's goals: to act as a hub of information for the English-speaking community; to foster community cohesiveness; to support the development of the community; and to promote the interests of the community. These objectives have been the cornerstones of the organization since its inception almost 30 years ago.

VEQ staff met with many Quebec City newcomers this year and continued to deliver its regular newcomers program of five Finding Your Niche networking and information sessions. In total, 210 newcomers were welcomed by VEQ, including 180 who gained insightful information and made new friends along the way at the Finding Your Niche sessions. As part of the *Promotion of Bilingualism and Newcomers' Integration Project*, VEQ also increased its newcomers services by creating an assessment tool to help pinpoint the needs of newcomers, and also reached out to local companies by offering employee orientation sessions, helping companies to retain and recruit more qualified English-speaking employees.



John Haberlin, President

Two very successful Happy Hours were also held this year. Over 100 community members gathered to celebrate the season at our Holiday Happy Hour in December at the Morrin Centre. With live music, great food and the official release of the 2011 *Community Connection* directory, the event proved to be a huge success. The second event was held in March at La Cage Aux Sports, where over 75 people came to celebrate St. Patrick's Day and get ready for the parade being held the following day. These events help demonstrate that Anglophones and Francophones alike enjoy having opportunities to meet and socialize together.

A Fall Fest was held in September 2010 for the first time in over 10 years. This beautiful autumn day brought close to 400 community members together to celebrate with activities for kids, live entertainment, a BBQ, and a chance to learn about organizations and businesses in the English-speaking community.

President's Message

Again this year, VEQ was pleased to be a part of the *Leadership Table*. Our representatives met with various political leaders including Mayor Régis Labeaume and Mr. Gerard Deltell, opposition leader in the Assemblée Nationale. These meetings provide an opportunity for leaders in the community to join together and address issues shared by many organizations in the English-speaking community.

VEQ continued to offer free transportation to community events such as the Shannon Irish Show in March, and lent a hand at partners' events such as the Quebec City Women's Club book fair and the Community Christmas Hamper Campaign.

Every three years, VEQ produces a new *Community Connection* directory, and the 2011 edition was released in December 2010. This directory represents the culmination of a year of hard work from the VEQ staff, and could not have been produced without the support of local businesses and organizations. The directory is already proving to be a key tool in connecting with English-speaking community groups, institutions and service providers and over 5,000 copies have already been distributed in the community.

VEQ continues to provide excellent services through its core programs, and is pleased to have been granted two-year confirmed funding from Canadian Heritage to help cover

these essential programs and services through fiscal year 2012-13.

We have shown over the years what a key player we have become in building bridges with various community and other groups. These partnerships continue to create wonderful opportunities. Through its openness and foresight, VEQ has been able to show its importance not only to the English community but also to the French speaking majority of the region who realize how helpful our organization can be for the region. These bridge building initiatives and this inclusive approach makes our community stronger and makes life in our city an even more enriching experience.

Finally, as this is my last report as President, I wish to thank the VEQ board and staff for their hard work and dedication. Serving as board President has been an immensely rewarding experience. As members of this organization, we can be proud to have such dedicated and hard working staff who truly care and have the best interests of our community at heart. The involvement of us all is important for the future of this wonderful organization. Thank you all once again for your support.

Warmest regards,

John Haberlin, President

Executive Director's Report

As we approach another Annual General Meeting, I reflect on the past year with a great deal of satisfaction. VEQ maintained and improved some of our key initiatives but also took on some new exciting programs.

Once again this year, we participated in and hosted many community events, which is one of the key components of what VEQ is all about. VEQ organized two successful happy hours and the first Fall Fest held in over 10 years. We were also proud to directly contribute to the 15th Annual Community Christmas Hamper Campaign. It was extremely rewarding for the VEQ staff to get the opportunity to volunteer during such a important community initiative.

In addition, VEQ participated once again in the St. Patrick's Day Parade. I want to thank all the Board members and their families as well as the volunteers that walked with us in the Parade. A special thanks to Mr. Jack Lavoie, owner of *Les Artisans du paysage*, for the loan of a colourful pick-up that helped us be more visible and effective in our green candy distribution.

VEQ also engaged in a variety of interesting and purposeful initiatives such as the employment dossier. Our Job Bank was once again very useful for English-speaking job seekers and for local employers who have a growing need for bilingual



Jean-Sébastien J. Gignac
Executive Director

resources. It will remain one of our priorities to keep building bridges with local employers looking for bilingual and qualified resources and to help community members find meaningful employment.

VEQ once again held a leadership role in the Multilingual Zone during the 2011 Quebec City *Foire de l'Emploi*. During the event, 480 people had their second language skills evaluated by teachers from the Eastern Québec Learning Centre, and 780 people stopped by to get information about employment services and language learning opportunities in our region.

As mentioned above, VEQ also developed and implemented a major new initiative called 'Promotion of Bilingualism and Anglophone Newcomers' Integration Project' thanks to the support of the City of Quebec, the Department of Canadian Heritage and the Citadel Foundation. This important project enabled VEQ to offer multiple activities aimed at helping

Executive Director's Report

community members as well as Francophones improving their second language through a twinning project, the organization of social and cultural bilingual activities and the promotion of volunteer opportunities in institutions of our community. The support of our funders also helped us offer more to English-speaking newcomers and local employers who recruit them.

VEQ was also able to provide an interesting project called 'Life Long Learning' to seniors of our community thanks to the support of Human Resources and Skills Development Canada. This successful project led to the implementation of multiple discussion groups based on the peer-learning approach and to the organization of computer classes at the Community Learning Centre.

I want to take time to thank my staff: Ellie Fleming, Administrative Assistant, Heather McRae, Project Coordinator, and Laura Turner, Newcomers Coordinator. As the executive director I strongly believe that one of the most important skills for any leader is the capacity to surround yourself with a highly qualified and dedicated team. I can guarantee you that its exactly what you will find here at VEQ.

It is on a sad note that I am informing you that Laura will be leaving us in the upcoming months for the Nation's Capital. Laura was an efficient and very appreciated newcomers coordinator but also

equally important, a wonderful colleague and friend. I also want to underline the important contribution of Shannon Ker, Assistant ED, who left in December for Vancouver. Shannon was key in the major improvements of our communication tools and on so many other dossiers. Thanks again to both of you for your important contribution to our success.

I would like to take this opportunity to say a special thank you to our departing President, John Haberlin, who is leaving us after six years of hard work. It has been a real blessing for me to work closely with John, from whom I learned so much. John was both dedicated and efficient while serving as a Board member and eventually President. Needless to say that John's contribution has been instrumental to VEQ's success over the last six years!

Finally, I also want to thank all our volunteers, partners and supporters. Your support is essential to our success.

I am really excited to start a new year as ED of VEQ and feel most confident in our abilities as a team to keep expanding our services for the benefit of the English-speaking community of the Greater Quebec City region.

Sincerely,

Jean-Sébastien J. Gignac

Executive Director

Community Outreach

As a community-based organization, it is crucial for VEQ to stay closely connected to the needs and priorities of the local English-speaking community.

That is why VEQ continues to organize a yearly socio-demographic analysis of our membership to better serve the needs and priorities of the English-speaking community and adapt our activities to meet these needs. This year over 200 individuals participated in the survey. Thanks to everyone who took the time to participate!

In December, VEQ once again proudly contributed to the 15th Annual Community Christmas Hamper Campaign. The Christmas Hamper Campaign remains a vibrant testimony that a small community can do great things when everyone is aiming at the same objective. VEQ was very happy to offer a contribution through drafting, printing, and helping to distribute this year's publicity material for the campaign. VEQ staff were also extremely proud to volunteer in preparing, loading and delivering hampers.



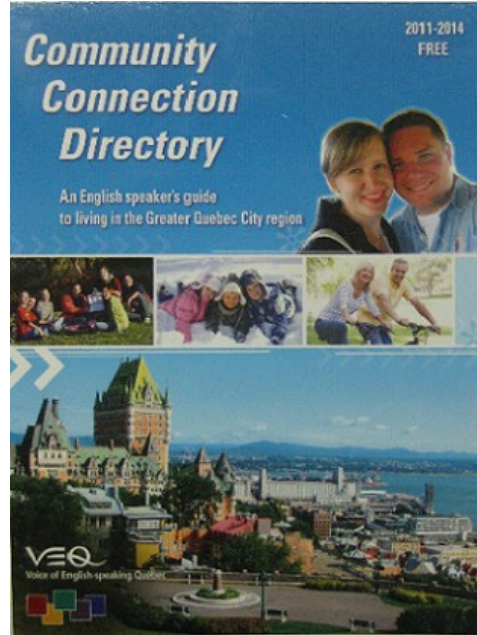
Jean-Sébastien J. Gignac, VEQ ED, and Heather McRae, Project Coordinator volunteering at Christmas Hamper headquarters

March 2011 brought the second edition of the Québec St. Patrick's Day Parade that was brought back in 2010 for the first time in over 80 years. VEQ was thrilled to participate again, increasing our visibility from the previous year by driving a truck covered with VEQ balloons and handing out hundreds of green lollipops to kids watching the parade. VEQ staff, board members and their families walked in costume to show their excitement for this wonderful event.



Community Outreach

Finally, VEQ completed the process of producing the new edition of the Community Directory. This practical and useful tool is aimed at providing information about services and activities that are available in English in our region to our linguistic community members. The new Community Directory was officially released in the fall of 2010 and is once again proving to be a key tool in connecting with English-speaking community groups, institutions and service providers. In fact, over 5,000 copies have already been distributed to partner organizations, schools, churches and individuals!



Community Events



**Ellie Fleming
Administrative
Assistant**

VEQ has a mandate to organize community events that bring members of the English-speaking community together to socialize. Throughout this past year, VEQ once again organized and sponsored a series of exciting events.



The AGM was held on May 27, 2010 in the Coin Soleil Room of the Jeffery Hale Hospital. Over 75 people joined us to hear about activities from the previous year as well as exciting new initiatives.

On September 18, 2010 close to 400 members of the community came out on a sunny autumn day at Québec High School for the first Fall Fest held in more than ten years. Over 30 community groups and businesses gathered to share information about their services, and



many also contributed great door prizes won by lucky attendees. Kids enjoyed playing on the inflatable slide and obstacle courses as well as getting their faces painted. Live performances were given by The Shannon Irish Dancers and local band The Acousticolics. The 78th Fraser Highlanders gave historical bagpipe and canon demonstrations. A group of students from QHS's Work Oriented Training Path program sold hot dogs, snacks, and fresh corn on the cob to raise money for their trip to Boston. Thanks to everyone who participated!



CQSB President Stephen Burke, City Councilwoman and Deputy Mayor Michelle Morin-Doyle, retiring Eastern Québec Learning Centre Director Bruce Willet and Gail Quinn of Jeffrey Hale Friends' Foundation enjoy the festivities at Fall Fest

Community Events

VEQ's Holiday Happy Hour was held on December 2, 2010 at the Morrin Centre in Old Québec. More than 100 community members, including City Councilwoman and Deputy Mayor Michelle Morrin-Doyle, gathered to enjoy great food and live music. Thanks in large part to our partners, a number of attendees were the lucky recipients of great door prizes. A special thanks goes to Loews Hôtel le Concorde for providing delicious desserts and coffee.



A successful St. Patrick's Day Happy Hour was organized in March 2011 at la Cage aux Sports in Place Laurier. Over 75 people came to celebrate St. Patrick's Day and get ready for the big parade being held the following day.



Finally, VEQ once again offered free transportation to the Shannon Irish Show on March 12, 2011. Almost 30 people rode the bus out to Shannon and enjoyed a great show celebrating Irish heritage in Québec.



Newcomer Services



Laura Turner
Newcomers
Coordinator

The members of the Newcomers Committee included board members Jan Anderson-Toupin, Nectaria Skokos, Lori Godon, Brigitte Wellens, and staff member Laura Turner.

The committee's mandate involves:

- Assisting English-speaking newcomers in establishing and integrating themselves and their families into a predominately French-speaking region.
- Assisting newcomers in locating and accessing services in English and helping them to connect with the local English-speaking community.
- Accelerating the integration process of new families and individuals into the region.
- Developing a more vital and dynamic English-speaking community over time.

Successfully integrating English-speaking newcomers is vital to the growth of our community. Every five years, 25% of our region's population is renewed through newcomers. This year, 210 newcomers to the Quebec City region contacted VEQ for services, a

45% increase over the previous year. This does not include the hundreds of phone and email inquiries from individuals contemplating a move to the Quebec City region or simply wanting general information. VEQ distributed more than 300 newcomer packages with the help of supportive community partners such as Jeffery Hale Community Services, Valcartier Family Centre and the various schools and churches of our community.

VEQ once again presented the popular Finding Your Niche for Newcomers (FYN) series. FYN consists of social networking and information sessions free-of-charge. The sessions are designed to assist and support English-speaking newcomers as they adjust to life in the capital region. VEQ organized five FYN sessions:

- Newcomers Meet & Greet (June, 2010). More than 40 newcomers to Quebec City and their guests gathered under one roof for an evening of fun and festivities. The Meet & Greet brought newcomers together to connect



Newcomer Services

and reconnect in an informal and relaxing atmosphere. This event allowed newcomers with home based businesses to show case their products and services while allowing others to socialize and see what resources are available to them.

- Newcomers Tour of Quebec City (September, 2010). More than forty newcomers participated in this walking tour of Quebec City. Participants enjoyed a beautiful day while learning more about Quebec City history. After the tour was over, newcomers were invited to enjoy a homemade crêpe at the Morrin Centre's Celtic Festival.
- Winds of Change Workshop (November 2010) - In partnership with Jeffery Hale Community Services, this was a mental health networking event to address cultural adaptation and encourage social interaction. Twenty-five newcomers came to participate in this useful workshop.
- VEQ's Holiday Happy Hour (December 2010). More than 100 community members and approximately 35 newcomers attended this event which took place at the Morrin Centre. Michelle Morrin-Doyle, City Councilwoman and Deputy Mayor attended this successful event, which was a testament to our community's vitality.



- Info Fair (March 2011). Over forty newcomers participated in this special evening that gave them an opportunity to learn more about employment opportunities, health-related services, French second-language training, teaching English as a second language, vocational training, tour guiding, volunteering and higher learning opportunities. Thanks to the following partners for their participation:

Jeffery Hale Community Services; FORT Employability Program; Eastern Québec Learning Centre & SARCA; CEGEP Champlain-St. Lawrence - Tour Guide Program; Quebec City Women's Club; Quebec City Reading Council; Quebec Art Company; Les Services Emchar; Morrin Centre; CEDEC; and Toastmasters Quest & Viewpoint

In total, more than 180 participants attended these five sessions.

Newcomer Services

VEQ was also able to offer more to newcomers this year through the 'Promotion of Bilingualism and Anglophone Newcomers' Integration Project' thanks to the financial support of the City of Quebec, the Department of Canadian Heritage and the Citadel Foundation. Besides being able to provide our clients the availability of a full time newcomers coordinator, this project enabled VEQ to develop the following new initiatives:




Newcomers E-bulletin: This is a monthly electronic newsletter that was implemented May 2010. It is emailed to newcomers at the beginning of each month, and informs newcomers about services and activities in both linguistic communities.

Newcomers Assessment Tool: This tool has been developed and implemented over the past year to help VEQ better understand the challenges that newcomers face during their adaptation process. The information collected assists the coordinator in adapting the Finding Your Niche events to better address the needs of newcomers.

Employee Orientation Sessions: Over the past year, VEQ began offering free employee orientation sessions to employers hiring and recruiting English-speaking employees. These sessions provide valuable information to English-speaking employees and their families to help orient and integrate them into Quebec City. Over the

past year VEQ has completed five sessions, helping more than twenty-five individuals and families. (Frima Studios 2, Canadian Forces 2, Beenox 1)

Newcomers E-Bulletin



Newcomers' Information Fair: March 3, 2011 from 7:00 - 9:00 pm

Join us and learn about employment opportunities, health-related services, French second-language training, teaching English as a second language, vocational training, volunteering, higher learning opportunities and more!

Jeffery Hale Hospital, Coin Soleil Room, 2nd Floor, 1250, chemin Sainte-Foy
Please RSVP by email to laura.turner@veq.ca or by telephone at 418-683-2366 ext 225

The annual Finding Your Niche for Newcomers Program offers a series of informative support sessions geared toward assisting newly-arrived English speakers as they adjust to life in the capital region.

These participant-driven sessions are aimed at providing an opportunity for new arrivals to interact informally in a supportive setting and discover vital services that will help ease their adaptation and integration process. Sessions are free-of-charge and open to English speakers who have relocated to the greater Quebec City region in the past three years.

For more information, please contact VEQ's Newcomers' Coordinator, Laura Turner, at 418-683-2366 ext. 225.

Upcoming Activities
[\\$40,000 approved for a bilingual theatre production for youth by youth!](#)
[VEQ's St. Patrick's Happy Hour](#)
[St. Patrick's Day Parade](#)
[Twinning Program](#)
[Employee Orientation Sessions](#)
[Life Long Learning](#)
[Foire de l'Emploi](#)
[VEQ's AGM](#)
[Community Connection Directory 2011-2014 Now Available!](#)
[Thank you Lisa O'Connell!](#)
[Featured Board Member](#)



Leadership Table

The Leadership Table Committee is an efficient tool to facilitate networking and communication among organizations serving the English-speaking community (ESC). Indeed, by meeting several times per year, key leaders of the community are able to keep abreast of important issues each of the different sectors are facing. Often as a result of our collaborations, ESC organizations are able to work together in finding solutions and sharing resources to better serve our linguistic community.



Leadership Table members meeting with Quebec City Mayor Régis Labeaume and Municipal Executive council member Michelle Morin-Doyle

Once again this year the VEQ Leadership Table was really active. Indeed, the Table met several times to work on the big community project called 'Promotion of Bilingualism and Anglophone Newcomers' Integration Project'. The strong collaboration amongst the various partners led to the development and implementation of

several key initiatives that were really successful, such as the organization of five major social and cultural activities that benefited from the participation of over 1100 people. The Leadership Table also met twice to discuss other issues affecting our community such as the financial problems facing the Québec Chronicle-Telegraph that limited their capacity to continue publication last fall.

In addition, the Leadership Table continued to meet with politicians and regional leaders. The important relationship that we maintain and create through advocacy efforts make politicians from various governmental levels and multiple political parties more aware of the issues and priorities of the English-speaking community.

This year the Table met several politicians such as Mr. Régis Labeaume, Quebec City mayor, Ms. Michelle Morin-Doyle, member of the Executive Municipal Council, and Mr. Gérard Deltell, ADQ Leader. The Leadership Table used all of these meetings to present our community's priorities and to demonstrate that we are indeed a dynamic community that can significantly contribute to the success of the larger community.

Promotion of Bilingualism

There is a strong consensus in the Quebec City region of the importance of promoting and strengthening bilingualism in both linguistic communities. Here at VEQ we value the importance of bilingualism and understand the importance of doing more to promote and strengthen bilingualism in our region. To do so VEQ, with the funding support of the City of Quebec, Canadian Heritage and the Citadel Foundation, implemented a multi-dimensional project that consisted of three major parts:

- Twinning Project
- Bilingual Volunteer Opportunities
- Bilingual Social/Cultural Activities

This project was also made possible thanks to the active participation of the Jeffery Hale Community Partners, the Central Québec School Board, CEGEP Champlain St. Lawrence and the Morrin Centre.

A successful first year for our Twinning Program!

This program pairs English and French individuals, couples and families, allowing them to



exchange their respective language and culture. We are continually in the process of collecting names of interested participants. People who are interested in the program complete a short questionnaire that captures their interests, level of language, address, etc. Groups are then paired based on interests, availability, and geographic considerations.



A total of 192 people participated in the twinning program:

- 104 individuals
- 28 couples
- 60 people as part of a family

Each month VEQ hosts an activity to bring the participants of the twinning program together. In total, over 150 people attended these activities, giving participants the opportunity to meet each other and share in a social and bilingual setting.

In July we hosted a Welcome BBQ where the participants of the program had a chance to meet each other in a relaxed atmosphere. In August, participants went on a ghost tour of the city. Stories were told

Promotion of Bilingualism

about the mysterious history of Québec while the beautiful weather and lights of the city created the perfect backdrop for this entertaining evening.

On September 12th, the program's participants had the opportunity to come together to share in a celebration of Québec's Celtic heritage. The group attended workshops at the Morrin Centre on Traditional Celtic music and Breton Style dancing as well as enjoying a delicious fresh made crêpe. The October twinning event took participants to the Musée de la Civilisation to explore the history of our province. A turkey supper hosted by the parishioners of The Cathedral of the Holy Trinity was the November event, where the participants were treated to a home cooked meal to begin the holiday season.

In December we were excited to see so many twinning participants at our Holiday Happy Hour. The participants gathered together in February for a Movie Matinée where they enjoyed eating popcorn and watched *The Bucket List*. In March VEQ celebrated St. Patrick's Day with a Happy Hour where many participants of the program came to mingle with other VEQ members.

VEQ collected and regrouped information about volunteer opportunities in English-speaking organizations. We then promoted these opportunities on the websites of two of the major partners of the

project. The increase in Francophones volunteering at Anglophone institutions was estimated at 16%.



In addition, five major bilingual social/cultural activities were organized by partners and VEQ under this program:

- Book Quest under Morrin Centre leadership
- Fall Fest under VEQ and CQSB leadership
- *SLC Hockey Opening* under the leadership of Champlain St. Lawrence
- *Reaches Out 2010* under the leadership of Champlain St. Lawrence
- Holiday Happy Hour under the leadership of VEQ

These five events were very successful, with the participation of over 1100 people and represented excellent opportunities for community members as well as francophones to practice their second language in a festive context.

Employment Services

VEQ maintains a well-consulted online Job Bank, which can be viewed at www.veq.ca. Employment positions that require English-language skills or bilingualism are posted. The site features both regular and summer employment opportunities available locally.

Sixty-five employment positions were posted on the site during the year. Examples of positions featured on the site include:

- Director of Finance
- Data Quality Assurance Representative
- ESL Instructors
- Technical Writer
- Theatrical Tour Guide
- Permit Agent
- Daycare Educator
- Executive Assistant
- Library Manager

VEQ also continues its involvement with the Quebec City Multilingual Committee, working in collaboration with many organizations such as Emploi-Québec, the Quebec City Chambre de Commerce, and Parc Technologique du Québec Métropolitain to expand the visibility of our organization's employment services.

Once again, VEQ held a leadership role in the Multilingual Zone during the 2011 Quebec City Foire de l'Emploi. VEQ helped coordinate this valuable initiative that continues to build on the success of the previous five, thanks to the partnership of CEDEC, Central Québec School

Board, Eastern Québec Learning Centre (EQLC), École de langues de l'Université Laval, Emploi-Québec, Chambre de Commerce et d'industrie de Québec, Cégep Ste-Foy, and the Valcartier Family Centre.



The success of the Multilingual Zone was indisputable, with more than 480 people having their second language skills evaluated by teachers from the EQLC, and more than 780 stopping by to acquire more information about employment opportunities for English-speakers and bilingual people in the Quebec City region.



*Foire
de l'Emploi*
www.foireemploi.com

Visit the Multilingual Zone

Come and meet at least 35 employers looking for bilingual staff.

Visit the Multilingual Zone to have your language level tested in French and/or English, learn about various multilingual resources and participate in an icebreaker activity.

Friday, March 4, 2011 from 10:00am - 8:00pm
Saturday, March 5, 2011 from 9:00am - 5:00pm
Centre de foires de Québec (ExpoCité)

Free admission
For more information, visit www.foireemploi.com



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Téléphone: 418 641-1171



Québec multilingue
Quintessence de la diversité linguistique

50+ Activities

The Life Long Learning Program is a forum for learning in retirement where seniors act as moderators and share their experiences and knowledge with others through peer mentoring. This was done through discussion groups that were lead by a moderator facilitating a specific topic of interest. All participants were encouraged by the moderators to give opinions and share ideas and anecdotes. The moderators were also engaged in a joint learning experience.

This program is organized by a steering committee of 10 dedicated people. Over the past year 6 sessions were held with an average of 15 participants in each session. The committee also organized and hosted a Welcome Tea to recruit new participants and promote the project.

As part of this project, new computers were purchased for the Community Learning Centre at Québec High School and computer classes were given for seniors, run by students. In addition to offering

seniors a golden opportunity to improve their computer skills, these classes also directly strengthened intergenerational bridges between seniors and youth in our community.

Along with leadership from VEQ, this initiative has been made possible with assistance from the following partners: Eastern Québec Learning Centre, Quebec City Reading Council, and the Community Learning Centre, with funding provided by Human Resources and Skills Development Canada's New Horizons for Seniors Program.



VEQ
Voice of English-speaking Québec

Marketing and Communications

VEQ Website

VEQ's website saw an enormous increase in traffic after the new site was launched in February 2009, and total traffic has continued to rise ever since. When comparing 2010-11 with 2009-10, the number of unique visitors increased by almost 40% and the number of total visits in the same period increased by close to 35%.

We understand that the website is an important tool to reach out and stay in touch with our community. We can see by the increase in usage that we need to ensure the site stays relevant and up-to-date, growing and changing with the needs of the community.

Some of the new and updated features this year include:

- New Community Directory posted in pdf and web posting formats
- Updated Newcomers information section, including links to current and previous e-bulletins and success stories
- A volunteer section to help community groups and organizations promote their volunteer opportunities
- A Facebook fan page with a link posted on the VEQ website
- New 50+ tab with information about activities for seniors
- Two additional home page spaces for upcoming events in the community, with a link to a complete list of events

Membership contact

Summer student Liam Tuppert-Coughlin worked hard to create an internal database to replace the Constant Contact online communications service. The transition from Constant Contact to the new database has been extremely successful, and VEQ now uses this new system exclusively for its email communication needs.

VEQ Newsletter

The VEQ general newsletter was sent out three times this year, in July 2010, November 2010, and March 2011. This useful tool continues to be provided both electronically and in print copy to all our membership, newcomers and partners.

Surveys

In addition to the standard follow up surveys to all participants of the newcomers Finding Your Niche events, a membership survey was sent out to the VEQ membership and posted on the website in February 2011.

Membership Socio-demographic Survey

Out of the 1448 invitations sent to our members with emails, 30% opened the message. Of the 425 that opened the email, 207 surveys were then completed.

Marketing and Communications

Standard Member Profile Highlights

- The majority (58.9%) of respondents were female while 39.6% of respondents were male
- 48.7% of respondents are married, 20.7% live in common-law relationships and 19.8% are single
- The majority (68.9%) of respondents were aged 25-54
- Mother Tongue - Majority (69%) English, 20.7% French and 10.1% other languages
- Majority (57.4%) are bilingual English (first language) French (second language)
- 85.4% of respondents have a Post-secondary Education (such as college/cegep, Bachelor's degree, Master's degree or PhD)
- 33.3% have a gross family income of over \$80,000
- A relative majority (45.4%) of respondents have been living here for 5 years or longer
- The Community Directory and the VEQ website were rated the most useful of VEQ's services

The screenshot shows the VEQ website homepage. At the top, there is a navigation bar with links: Home, About Us, Our Partners, Contact Us, SIGN UP FREE, Terms of Use, and Français. Below this is the VEQ logo and the tagline "Voice of English-speaking Québec". A horizontal menu below the logo includes: Newcomers, Youth, Members, Community, Employers, and 50+. The main content area is divided into several sections:

- Did You Know?** (with a sub-section for News)
- Stats & Reports**
- Thinking about Moving to Quebec City?**
- Photo Gallery**
- VEQ Foundation**
- Featured Employer**
- Featured Partner**
- Follow us on** (with a Facebook icon)

The central section is titled **Upcoming Events** and lists:

- VEQ's Annual General Meeting**: The Voice of English-speaking Québec is pleased to invite you to our Annual General Meeting on Thursday, May 26, 2011 from 5 p.m. to 7 p.m. in the Coin Soleil Room, 2nd floor, in the Jeffery Hale Hospital (1250, chemin Sainte-Foy). [Read more...](#)
- Newcomers' Walking Tour of Old Quebec**: Join us for an afternoon of fun as we embark on a walking tour of Quebec City, a Unesco world heritage site. [Read more...](#)
- Community Forum**: You're invited to a Community Forum for the health and well-being of Quebec City's English-speaking population. [Read more...](#)
- A Cultural Interlude**: Brought to you by St Brigid's Home Foundation and Jeffery Hale Friends' Foundation. [Read more...](#)
- QHS Trivia Night**: Quebec High School Community Learning Centre presents TRIVIA NIGHT. [Read more...](#)
- Keep it Cool Storytelling for Children**: In collaboration with the Musée de la Ville de Québec, the Musée de la Ville de Québec...

On the right side, there are several call-to-action buttons: **Become a Member**, **VEQ Job Bank**, and **Volunteer**. Below these is a section for the **English-speaking Community Directory** with a testimonial: "VEQ helped me find a job fast. Their postings were relevant, up-to-date, and at a professional level." [click here for more testimonials](#). At the bottom right, there is a **Monthly Poll** titled "Which VEQ Service is the most useful?" with the following results:

Service	Percentage
Advocacy	3%
Community Directory	10%
Finding your Niche	10%
Newcomers' Sections	10%

Youth

**Heather McRae
Project
Coordinator**



In April 2010, VEQ, in partnership with the Jeffrey Hale Friends' Foundation displayed the work of participants of the Youth Art and Culture Project at the annual showcase *Exposition Révélation 2010*. This was an exciting opportunity for the participating youth to see their work on display at a larger venue.



VEQ, in partnership with Junior Achievers Canada facilitated Economics for Success workshops at Dollard-des-Ormeaux School. On May 31st VEQ's Project Coordinator Heather McRae attended the Jeunes Entreprises Gala Méritas 2010. This event was held at the Salle Albert-Rousseau and consisted of a cocktail hour proceeded by an awards ceremony celebrating the

achievements of high school students who participated in the program *Entreprises Étudiants 2009 - 2010*.

VEQ formed a new partnership with AIESEC Laval which is a student internship program at Université Laval. The partnership includes newcomers services offered to new interns to the region.



We are proud to support the Québec High School Academic Awards by contributing to four awards for Proficiency in English and Most Improved in English.

With the return of Fall Fest in September 2010, VEQ was pleased to work in partnership with the Work-Oriented Training Path students of Québec High School who were fundraising for their trip to Boston. VEQ donated the food for the BBQ which was run by the students, with the proceeds going directly towards the trip.

Youth

In November VEQ provided transportation to students of the P.W. Sims Business Program at Cégep St. Lawrence for a business networking event at Auberge Saint-Antoine. This event highlighted the successes of the students in the business program, which increases each student's capacity to organize and host a major event.

With the tradition of supporting the 5/30 Health and Wellness Challenge in its objective to promote healthy eating habits and active lifestyles to youth in the province, VEQ participated in Smoothie Day, organized by Jeffery Hale Community Services and held at St. Vincent's Elementary School in March. Volunteers made smoothies for the 500 + students at the school during their lunch break, showing a fun and tasty way to eat fruit.



VEQ is excited to announce the approval of \$40,000 in funding from Canadian Heritage's Enhancement of Official Languages Program – Promotion of Linguistic Duality Program for *Collective Voices: a bilingual youth theatre project creating open dialogue*.



This project intends to create, produce and present a bilingual theatre piece for youth by youth as a creative medium to facilitate dialogue between Francophone and Anglophone youth by building the project's layout and content around their experiences with languages.

This program is in the early stages of development. For more information or to be part of this initiative please contact Heather McRae by phone at 418-683-2366 ext. 224 or by email at heather.mcrae@veq.ca.





**Revenue and Expenditure
For the Year Ended March 31, 2011**

	<u>2011</u>	<u>2010</u>
REVENUE		
Government grants	297 861	195 619
Community directory	50 140	-
CHSSN Community Public Health	-	12 000
Job bank	2 740	
Sponsorship	500	-
Citadel Foundation	10 000	-
Other	475	-
	<u>361 716</u>	<u>207 619</u>
EXPENDITURE		
General operations (see schedule)		
Salaries and benefits	246 400	125 320
Honorarium	13 935	18 847
Travel	14 334	7 513
Publicity	15 806	14 593
Operating costs	62 768	41 203
	<u>353 243</u>	<u>207 476</u>
EXCESS OF EXPENDITURE OVER REVENUE FOR YEAR	<u>8 473</u>	<u>\$ 143</u>

*Prepared by Paule McNicoll, Comptable Agréé
Auditor's report dated May 9, 2011*



**Balance Sheet
As of March 31, 2011**

	<u>2011</u>	<u>2010</u>
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	39 065	63 572
Accounts receivable	21 008	17 134
Advance to VEQ Foundation	855	855
	60 928	81 561
CAPITAL ASSETS	4 297	6 037
	65 225 \$	87 598 \$
LIABILITIES		
CURRENT LIABILITIES		
Accounts payable and accrued liabilities	16 913	20 660
	-	27 099
	16 913	47 759
INVESTED IN CAPITAL ASSETS	4 297	6 037
UNEXPENDED REVENUE	44 015	33 802
	48 312	39 839
	65 225 \$	87 598 \$

*Prepared by Paule McNicoll, Comptable Agréé
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**Unaudited Schedule of Revenue and Expenditure
For the Year Ended March 31, 2011**

	VEQ		Job bank	PCH Linguistic duality	New horizons for seniors	Community directory
	<u>2011</u>	<u>2010</u>	<u>2011</u>	<u>2011</u>	<u>2011</u>	<u>2011</u>
REVENUE	<u>152 000</u>	<u>150 965</u>	<u>2 740</u>	<u>38 650</u>	<u>17 333</u>	<u>50 140</u>
GENERAL OPERATIONS						
Salaries and benefits	111 173	97 061	654	29 112	4 333	22 946
Honorarium	3 953	10 815	-	540	859	2 190
Travel	7 034	6 056	-	2 000	1 036	185
Publicity	5 484	10 131	-	2 226	1 710	998
Operating costs	<u>24 356</u>	<u>26 902</u>	<u>-</u>	<u>4 772</u>	<u>9 395</u>	<u>17 540</u>
	<u>152 000</u>	<u>150 965</u>	<u>654</u>	<u>38 650</u>	<u>17 333</u>	<u>43 859</u>
EXCESS OF EXPENDITURE OVER REVENUE (EXPENDITURE OVER REVENUE)	<u>-</u>	<u>-</u>	<u>2 086</u>	<u>-</u>	<u>-</u>	<u>6 281</u>

*Prepared by Paule McNicoll, Comptable Agréé
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Treasurer



**Unaudited Schedule of Revenue and Expenditure
For the Year Ended March 31, 2011**

Bilingualism /newcomers Citadel foundation	Bilingualism /newcomers Ville de Québec	Young Canada Works		Pen Pal Project	Art and Culture Youth Project	We Can Act/ CHSSN	Total	
<u>2011</u>	<u>2011</u>	<u>2011</u>	<u>2010</u>	<u>2010</u>	<u>2010</u>	<u>2010</u>	<u>2011</u>	<u>2010</u>
10 975	85 000	4 878	8 654	20 000	16 000	12 000	361 716	207 619
10 356	62 948	4 878	8 654	6 653	4 660	8 292	246 400	125 320
-	6 393	-	-	3 772	4 260	-	13 935	18 847
38	4 041	-	-	340	280	837	14 334	7 513
475	4 913	-	-	1 437	1 859	1 166	15 806	14 593
-	6 705	-	-	7 798	4 941	1 562	62 768	41 203
10 869	85 000	4 878	8 654	20 000	16 000	11 857	353 243	207 476
106	-	-	-	-	-	143	8 473	143

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**Changes in Net Assets
For the Year Ended March 31, 2011**

	<u>2011</u>	<u>2010</u>
NET ASSETS INVESTED IN CAPITAL ASSETS		
Balance - beginning of year	<u>6 037</u>	<u>7 397</u>
Purchase of capital assets	-	782
Depreciation of capital assets	(1 740)	(2 142)
	<u> </u>	<u> </u>
Changes in net assets invested in capital assets for the year	(1 740)	(1 360)
	<u> </u>	<u> </u>
Balance - end of year	<u>4 297</u>	\$ <u>6 037</u> \$
UNEXPENDED REVENUE		
Balance - beginning of year	33 802	32 299
Excess of expenditure over revenue	8 473	143
	<u> </u>	<u> </u>
Changes in net assets invested in capital assets for the year	42 275	32 442
	<u> </u>	<u> </u>
Balance - end of year	<u>1 740</u>	1 360
	<u> </u>	<u> </u>
Balance - end of year	<u>44 015</u>	\$ <u>33 802</u> \$

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Voice of English-speaking Québec

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