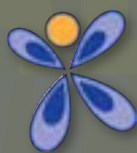




acing **FORWARD**

COMMUNITY REPORT 2020



Centre for
Family Literacy

PASSION

Mission, Vision, Values

OUR VISION

A healthy, literate society, where all are able to contribute and succeed.

OUR MISSION

To empower people, strengthen communities and transform lives through literacy.

OUR VALUES

We are guided by and committed to:

People

- We value and respect people
- We embrace diversity, individual experiences, and abilities
- We build on strengths to empower people to reach their goals

Practice

- We are committed to excellence
- We are responsive, innovative, and accountable
- We collaborate and create connections to strengthen communities

Passion

- We believe literacy is a basic human right
- We are champions of lifelong learning
- We are inspired to transform lives through literacy.

BOARD OF DIRECTORS

Dr. Eric Newell, Honorary Chair
Heather-Jane Au, Chair
Ian Cameron, Past Chair
Kimberley Frey, Vice Chair
Renee Kent, Treasurer
Dr. Robert Bruinsma *

An-Su De Lellis *
Rosemary Malowany
Zoe Rezac
Jim Schmidt
Walter Viale
Jon Williams

* Retired 2020



***You gave me hope during this
challenging time”***

—Parent

COMMITMENT

Leadership Report

In a year that challenged organizations like no other in recent history, the staff, leadership, and volunteers at the Centre for Family Literacy have embraced the ongoing learning they champion. With passion and innovation, they have connected with learners, trainees, collaborators, and investors in diverse ways to strengthen and empower our community.

I witnessed this in our on-line Intergenerational Rhymes that Bind (where grandparents across the country joined with their Edmonton grandchild), our inspiration-themed virtual Book Club (where adult learners shared a Martin Luther King, Jr. biography), and our Wine and Words Reimagined (with guests dancing in their own living room). Through this year we have been committed and resilient as we continue to learn.

Could this pandemic year, with Canada's sadly widening socioeconomic disparity, have a silver lining and help raise awareness that building literacy skills is key to empowering individuals, families, and our community? Let us face forward toward a literate society where all are able to contribute and succeed.

It has been my privilege to serve with a great team in this, my first year as Board Chair.

Heather-Jane Au,
Board Chair

This year's theme of Facing Forward was an intentional decision as the past year has been one of challenge, reflection, and change. For the Centre, the COVID pandemic accelerated the strategic planning work we had already begun.

With input from our Board, staff, and stakeholders, we approved a new Strategic Plan that provides the framework for our organization to face forward and build on the foundational work we have done over the past 20 years.

Our core mandate remains the same:

- literacy education programs that integrate prevention and intervention
- training that builds capacity
- resources to support learners, professionals, and the general public
- raising awareness of the importance of literacy and its impact

As champions of lifelong learning, this year has certainly provided an opportunity, as an organization, to explore and learn to embrace change. Thank you to our funders, donors, volunteers, Board, and staff for your support and commitment to our work.

Kim Chung
Co-Executive Director
Programming &
Training

Donna Lemieux
Co-Executive Director
Development &
Community Engagement



EXCELLENCE

The Power of Literacy

UNESCO (United Nations Educational, Scientific and Cultural Organization) asserts, “*Literacy is a fundamental human right and the foundation for lifelong learning. It is fully essential to social and human development in its ability to transform lives.*”

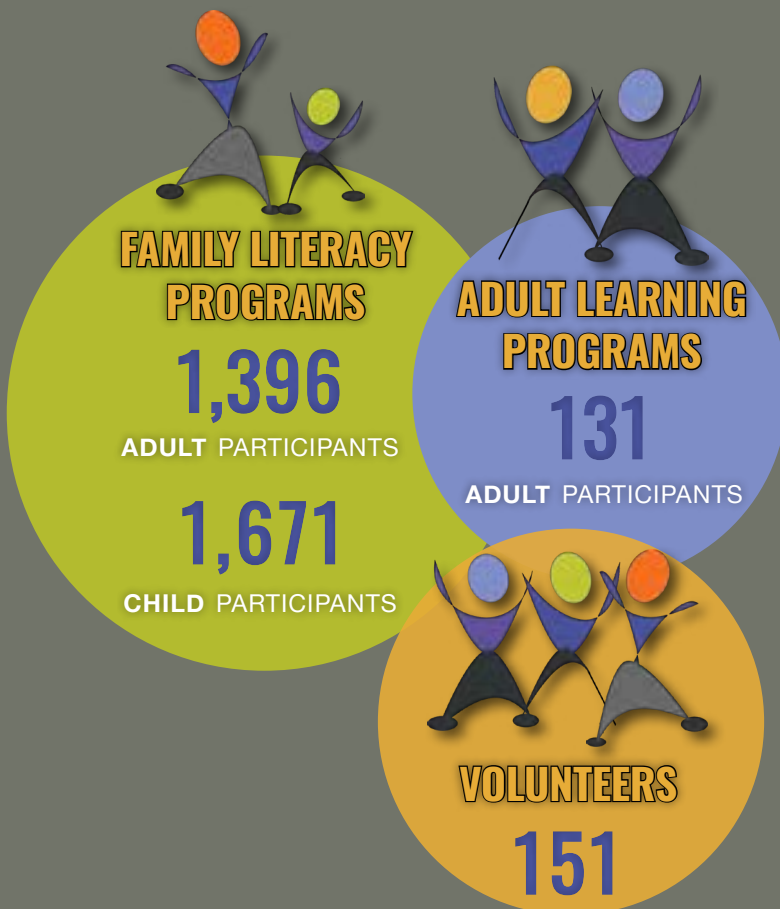
For the past 20 years, the Centre has focused on improving literacy for individuals and families. Since literacy is the foundation for all learning, our programs, training, and services provide the skills and tools needed to support lifelong learning. Our work encourages and supports building these skills no matter what your age. We believe it is never too early and never too late.

It is important work and we are passionate about what we do. This year in particular, we are proud of how everyone—learners, families, staff, and volunteers—so willingly embraced learning in an everchanging environment.

- Families moved from in-person programs and joined their favourite program on Zoom.
- Adult learners and volunteer tutors moved from face to face meetings to a variety of methods to stay connected and to continue their work.
- Adult group classes went on-line allowing for unique opportunities, including one book club class having the author join them for a session.
- Board meetings and Committee meetings went on-line. Even fundraising events adapted to an on-line format.
- Training responded by developing innovative and responsive workshops to continue to build capacity.

COVID-19 forced us to pause for a short time and reimagine how to continue our work. This report shares the impact of our work through numbers and stories. It paints a picture of the commitment by everyone involved as we faced the challenges of 2020 and looked to the future.

- 1,396 adults and 1,671 children attended our family literacy programs
- 131 adults participated in our adult learning programs
- 151 volunteers worked **3,069** hours for the Centre



Adults SHARE THEIR STORIES

BOOK CLUB HELPED ME KEEP LEARNING

I was excited to join the Book Club. It helped me a lot. There are many words to learn. I want to read this book again and focus a little bit more on the words in the book. You know when I started with this Book Club I got COVID and I had to fight to be on time and present in the club. I appreciated the support and understanding of everyone. The staff were amazing and also very kind. I always see the smile on their face which makes me happy and comfortable in the Book Club. I want to join another Book Club to keep learning.

MY TUTOR ENCOURAGED MY WRITING

I want to be a writer and I reached out to the Centre to get help. They got hold of me so quickly, even with the pandemic happening. I have been working now a couple months with my tutor and I feel like I have grown leaps and bounds.

With my tutor's help, I am writing more. I have also learned how to compose emails and how to write paragraphs. I have learnt how to spell better and understand spelling.

Besides working with my tutor, I joined a Book Club and I am starting a computer class soon.

At the Book Club, I have learnt to look up words I do not understand when I am reading from the book. I have a good idea of what the 5 w's are now. This has helped with my goals of writing my own book as I have more information to draw from.

I am hoping that in the computer class I will learn more about social media and how to use it. All these things have improved my life.



“I feel much more confident in my computer skills. I learned about internet safety and security, social media and awareness of fake news.”

—Adult Learner

CONNECTION

Volunteers SHARE THEIR STORIES

ZOOM CONNECTED US

I was somewhat apprehensive when, due to COVID, I met my second learner for the first time on Zoom. Despite being a novice Zoomer myself, there were no problems as my learner was experienced with using her phone.

Taking time at the start was important to clarify tangible objectives for our work, both weekly and over a few months. The CFL online resources were invaluable. We use the Zoom share screen at every meeting.

My learner has a good vocabulary in English but lacked knowledge of sentence structure and grammar. She had been taught British English, so we often had to find the correct word to use in Canada. This made me aware of how difficult learning English can be, even as a native speaker.

We both look forward to meeting in person, when that becomes possible, to continue to work on her goals.



I can now help my sons with their homework.”

—Adult Learner

BUILDING A PATH TO SUCCESS

When we first started our lessons, my learner would sometimes skim over words that looked too long or a bit confusing to her. Rather than try them, she would either skip or supply a substitute word starting with the same letter.

This was something we worked on a lot—not skipping or rushing past words because they look a bit intimidating. By the end of our lessons, she had the tools she needed to stop and break down larger words and try to sound them out, rather than simply not saying them.

This made a huge difference to her reading skills. Now when I ask if a sentence makes sense after reading it, it often does because she has taken the time to break down all of the difficult words.

I know if she keeps going on this path she will continue to grow more and more confident in her ability to read.

COMMUNITY

Families SHARE THEIR STORIES

BUILDING LANGUAGE SKILLS

Since attending Rhymes that Bind, my girls have developed their language at a rapid pace, and I have received many useful parenting tips to support their literacy development.

I have learned that repetition of songs and rhymes helps my children learn language. Over the five-week program they sing the same songs, which helps them learn the words and supports their language development. I thought my daughter was playing with her toys during the program, but right before Halloween, to my surprise, she suddenly sang the whole song “Five Little Pumpkins” without mistakes. So I knew she was listening and learning while playing, and repetition helped her learn the words.

I learned a parent needs to spend time every day with their children—reading books together, singing songs with them, giving them tickles, or hugging them. In that way, you feel connected and the family bond is strengthened. One book we shared was *Rita and Ralph’s Rotten Day*. In the book, Rita and Ralph are best friends, and every morning they have a nosy kiss, a pinky shake, and a cha cha cha. We now do those things with each other and feel closer to each other.



CONNECTING THROUGH RHYMES AND SONGS

Our son was born just a few short months before the onset of what would change our lives forever: COVID-19. We were fortunate enough to connect with other families in person for CFL programming for a few months when our son was just a baby, then received the call that all had been put on hold due to social distancing.

When virtual programming was offered via Zoom, we were excited to carry on and continue singing, reading books, and learning more about literacy. This program is a reason to remember which day of the week it is when they all blend together. It gives me new rhymes to learn and songs to sing with my son all week long. The program supports me with new resources and affirms how important music and rhymes are to building language skills in youngsters.

Best of all, our son's grandparents far and wide were able to join in and learn with us, helping build bonds and learn new songs together.

I have learned to read better for my kids using different voices.”

—Parent

DIVERSITY

Staff SHARE THEIR STORIES

ZOOM CONNECTED US

Once the decision was made to suspend all in-person programs and training, we were faced with the opportunity and the challenge—how to do our work online. With little knowledge and less time, we dove head first into the online world. We discovered that fear of the unknown can be replaced by the excitement of trying something new!

One staff member shared the following story:

“We were getting better at navigating Zoom and running virtual programs, but were still quite new to what we were doing.

In the middle of a family program I was facilitating, the power went out at my house and I was gone from Zoom without any notice. My co-facilitator just picked up where I left off and continued the program. As quickly as possible I found the Zoom link on my phone and joined the program again. We learned without a doubt how important it is to have two facilitators for every program, and team support is crucial to success!”



We learned without a doubt how important it is to have two facilitators for every program, and team support is crucial to success!”

—Staff member

This year has taught us a great deal and although the learning curve has been steep, we have risen to the challenge. Going on-line meant much more than adapting programs and training content, it meant revisiting everything to ensure the decisions we made were guided by our commitment to quality and inclusiveness, and respect for the needs of those we serve.



The Return on Your Investment

Generous donors, funders, and volunteers sustain the Centre's work. Your contributions of time, money, and expertise build strong literate communities through innovative and responsive programming and training.

Your investment makes a difference.

- **95%** of parents reported their children are more engaged with books and learning.
- **89%** of parents reported they felt more confident and able to support their children's early language and literacy development.
- **61%** of adult learners achieved their learning goals and **33%** said they still had more work to do but were committed to continuing.

The contribution of time and talent by the Centre's **151** volunteers is invaluable.

- Volunteer **tutors** put in over **2,090** hours in 2020 working with their learners.
- Board and Committee volunteers logged over **900** hours
- Volunteers helped raise over **\$319,000** to support the Centre's programs.



In their own words, participants share what your investment has done for them.

“I’m so grateful for this program. They’re teaching me new ways to interact with my baby.”

—Parent

“I’m really glad I got involved with the literacy program. I should have done it years ago.”

—Adult Learner

EVALUATION 9

INVESTMENT

Our Supporters

**JANUARY 1 TO
DECEMBER 31, 2020**

The Centre for Family Literacy sincerely appreciates the public and private sector support we receive for our programs, training, and services. You are helping to transform lives!

GOVERNMENT

City of Edmonton, Family and
Community Support Services
Government of Alberta

FUNDERS

Centre for Family Literacy Society
of Alberta Fund*
Edmonton Community Adult
Learning Association (ECALA)
Family Literacy Society Fund*
United Way of the Alberta Capital
Region

INDIVIDUALS

Anonymous 14
Allison Abercrombie
Julie Afanasiff
Scott Allen
Hilary Anaka
Larry & Janet Anderson Learning
Resources Endowment Fund*
Elaine Andrews
Natalie Anton
Shane Asbell
Dick & Heather-Jane Au

Janice Aubry
Annette Ayre
Alice & Alan Bell Fund*
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Jason & Lisa Bossert
Bob & Sheryl Bowhay
Brenda Brindle
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William Gibson
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Mark Greenwell
Shirley Guest
Janet & David Hancock
Alexandre Harcott
Jerry Heck
Shirley Hermann
Elena Hernandez-Kucey
David J. Hiebert
Grace Hill
Ann Hodges
Frances Hodgson
Robert W. Hutchinson
Hutton Family Fund*
James & Nancy Hutton

In Honour of
Cathy Cyr
Tammy Irwin
Mme Reis
Mme Rysko
Lisa Ware

In Memory of
John Ayre
Kathleen Briner
Karen Kerr
Dianne Waddell

Clare & Thomasine Irwin
Alvin Jahns

“It was awesome to get the package with all the activities and resources.”

—Parent

Marcia Jeremiah
Linda Johnson
Elaine Jones
Jacob Kellerman
Maie Kellerman
Patricia Kelley
Sarah Kelley
Lorian Kennedy
Renee Kent
Jeralee Konschuh
Jasmine Konsorada
David Koski
Jeanine Kowalchuk
Donna Krucik
Rose Lapawchuk
Trevor Lashyn
David & Joan Laurie
Collette Lemieux
Donna & Gerard Lemieux
Maurice Lemieux
Raymond Lemieux
Mike Lupien
Colin Lywood
Hilliard MacBeth
Heather MacCallum
Norm & Kathy MacDonald
Jonathan MacLeod
Denis & Katy Mahe
Marshall McAllister
Bruce McCollum
Linda McCollum
Kathy McCoy MacDonald
Steven McDougall
Gloria McKee
Kevin McKee
Mark & Lindsay McRae
Lori Mienhart
Karen Mills
Mark Milner
Jessica Monk
Carmen Morgan

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Brian F. Thompson
Kristin Tollovsen
Michele Toma
Gary & Sue Trigg
Sudha Tuli
Peter Van Kempen



Scott Vreeland
Tim Vreeland
Michael Walker
Lisa Ware
Jonathan Williams
Blair & Crystal Willie
Betty Woodhead
Connie Yuen
Stewart Zutz
Andy Zylstra

*Funds at the Edmonton
Community Foundation

INSTRUMENTAL

BUSINESSES & FOUNDATIONS

Alberta Blue Cross
ATCO EPIC
Benefaction Foundation
Bryan & Company
Canadian Western Bank
Delnor Construction Managers
Edmonton Community Foundation
Rapid Response Fund



Foster Park Brokers Inc.
ICM Asset Management
KLR Aerial Services
Maple Reinders Constructors Ltd.
McCoy Family Charity Foundation
Melcor Developments Ltd.
Melton Foundation
Merit Contractors Association
Nearctic Group
North Edmonton Family Dayhome
Agency Ltd.

Old Strathcona Chapter Harley
Owners Group
PayPal Giving Fund Canada
Preferred Client Services Group
PriMED Medical Products Inc.
Richardson GMP Limited
Sequeira Partners
SITE Resource Group
Sobeys Liquor
Stantec Consulting Ltd. – Dollars
for Doers
The Stollery Charitable
Foundation
Thompson Construction
Wawanesa Insurance

IN KIND SUPPORT

Alberta Blue Cross Hearts of Blue
Gail Bowen
Brandon Brown Photography
Chapters
Ferrier Transit Garage
Punchcard Systems
Southland Transportation
United Way of Alberta Capital
Region

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the following book distributors
and publishers.*

First Book Canada
HarperCollins Canada
Penguin Random House Canada
Limited
Raincoast Books
Scholastic Canada Ltd.

LEGACY FOR LITERACY CLUB

*The Legacy for Literacy Club
recognizes those who have
planned a future gift to the
Centre through a bequest or
outright gift to our endowment
fund.*

Anonymous
Keith Anderson & Carol
Kariatsumari
Randy Boissonnault
Chris & Leah Burrows
Rob & Page Campbell
Karen Ferguson
Carol & James Gilfillan
Dr. Ruth Hayden
David & Nicole Hiebert
Alexandra Hildebrandt
Sandra Irving
Clare & Thomasine Irwin
Jacob & Maie Kellerman
Paul Kottl & Heather Raymond
Donna & Gerard Lemieux
John & Barbara Poole
Libby & Roger Smith
Robert & Shirley Stollery

Community Partners

Thank you to all of the organizations listed below who, through collaborative partnerships, help strengthen the communities we serve.

ABC Head Start Society
 ABC Life Literacy
 Belvedere Community League
 Bent Arrow Traditional Healing Society
 Bissell Centre
 Bredin Centre for Learning
 Calder Branch, Edmonton Public Library
 Canadian Children's Literacy Foundation
 Canadian Mental Health Association
 Canadian Native Friendship Centre
 Castle Downs Branch, Edmonton Public Library
 City West Childcare & Community Support Society
 Concordia University of Edmonton
 Conestoga College
 Conseil scolaire Centre-Nord
 Correctional Service Canada, Edmonton Area Parole Office
 Decoda Literacy Solutions
 Devonshire Village
 Edmonton Catholic School District
 Edmonton Early Years Coalition
 Edmonton Garrison Military Family Resource Centre
 Edmonton Literacy Coalition
 Edmonton Mennonite Centre for Newcomers
 Edmonton Public Library
 Edmonton Public School Board
 Family Futures Resource Network
 First Nations Metis Inuit Advisory Council

Free Footies
 Frontier College Edmonton
 Fulton Child Care Association
 Golden Key International Honour Society – MacEwan University Chapter
 Highlands Branch, Edmonton Public Library
 Holy Spirit Lutheran Church
 Jasper Place Family Resource Centre
 Jasper Place Wellness Centre
 KARA Family Resource Centre
 Literacy Without Borders
 MacEwan University – Faculty of Nursing
 Meadows Branch, Edmonton Public Library
 Millwoods Seniors Association
 Multicultural Family Resource Society
 Multicultural Health Broker's Cooperative
 NorQuest College
 One World One Centre
 P.A.L.S. Project Adult Literacy Society
 Pride Centre of Edmonton
 Primrose Place Family Centre
 Rahma Mosque: MAC Islamic Centre
 Riverbend United Church
 Rupertsland Institute
 Southminster Steinhauer United Church
 STAR Literacy
 The Learning Centre
 Touchmark at Wedgewood
 Twin Parks Community League
 Westmount Community League
 Wings of Providence
 Woodcroft Branch, Edmonton Public Library
 YWCA

Statement of Financial Position

ASSETS

CURRENT

	2020	2019
Cash	575,245	393,061
Accounts receivable	5	799
Subsidy receivable	109,600	
Contributions receivable		24,765
Goods and services tax recoverable	4,555	3,225
Prepaid expenses	13,380	21,990
	702,785	443,820

PROPERTY AND EQUIPMENT

	2,660	3,541
	705,445	447,361

LIABILITIES AND NET ASSETS

CURRENT

Accounts payable	25,495	10,232
Wages payable	16,632	6,272
Deferred revenue		16,800
Deferred contributions	74,214	108,666
	116,341	141,970

NET ASSETS

Unrestricted	446,444	161,850
Internally restricted	140,000	140,000
Invested in property and equipment	2,660	3,541
	589,104	305,391
	705,445	447,361



Statement of Operations

	2020	2019
REVENUE		
Grants	667,585	642,775
Donations and other fundraising	281,709	423,544
Product sales and service fees	23,855	58,272
Casino	40,682	35,419
Interest	8,712	9,053
	1,022,543	1,169,063
PROGRAM EXPENSES		
Wages, contract and benefits	584,775	687,647
Program delivery	77,607	52,991
Facilities	115,302	116,837
Promotion	38,383	109,466
Travel	3,372	11,644
	819,439	978,585
ADMINISTRATION EXPENSES		
Wages, contract and benefits	69,674	92,454
Professional fees	28,835	25,994
Office	19,308	22,596
Facility	12,811	12,982
	130,628	154,026
Excess of Revenue over Expenses Before other Income and Expenses	72,476	36,452
OTHER INCOME (EXPENSES)		
Canada emergency wage subsidy	212,118	
Amortization of property and equipment	(881)	(4531)
	211,237	(4,531)
Excess of Revenue over Expenses	283,713	31,921

Complete audited financial statements are available on request.



“If we are to raise literacy standards in any significant way, we need to do more to ensure that all parents have the confidence to support their children's developing literacy and in so doing are encouraged to develop their own literacy.”

—Ruth Hayden,
PhD Professor Emeritus



Centre for
Family Literacy

Literacy Develops in Families First

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