

A top-down view of several hands of different skin tones working together to assemble large, interlocking gears on a dark, textured wooden surface. The gears are made of cardboard; some are light blue and others are tan. The hands are positioned around the gears, some holding them in place while others are in the process of fitting them together. The overall scene conveys a sense of teamwork and collaborative effort.

Together we can...



COMMUNITY REPORT 2021

Mission, Vision, Values

Our Mission

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

Our Vision

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

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

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*retired in 2021



Together we can... Look Back & Move Forward



BOARD CHAIR REPORT

The Centre began as Prospects Literacy Association in February 1980, when it was established as the first volunteer adult tutor program in Alberta, and went on to develop training and professional development for literacy practitioners.

Prospects branched into family literacy programs in 1993 to help parents support their children's, as well as their own, literacy development. The growth in family literacy programming, and significant community interest in the concept of family literacy, led to the dissolving of Prospects Literacy Association in 2001 and the creation of the Centre for Family Literacy. The Centre focused on literacy development in the family context.

Over the past 20 years we have remained committed to people: to build on their strengths to reach their goals; to collaborate and connect to strengthen communities; to value passion to transform lives through literacy.

We are inspired by our adult learners and families who share their journey with us. We are grateful for our staff, volunteers, Board, partners, and donors who share our vision. Without all of you, we could not provide the programs, training, and resources that directly impacted the lives of thousands of adults and children in our community last year.

Together we will continue to support Alberta families to achieve improved education, jobs, and health as we work toward our vision of a healthy, literate society where all are able to contribute and succeed.

Heather-Jane Au
Board Chair

CO-EXECUTIVE DIRECTORS REPORT

Henry Ford said, *"Coming together is a beginning; keeping together is progress; working together is success."*

Coming together as a new organization, we focused on expanding program development, increasing promotion and awareness of family literacy, and strengthening and building new meaningful partnerships to improve literacy levels for all Albertans.

Keeping together, we saw great progress as we adapted, expanded and revised our programs, training, communications and partnerships to reflect changes happening in our community.

Working together, we have championed literacy as a fundamental right and promoted families as key to improving literacy in our communities. Your support has been critical to our success. Together we have made this happen.

We cannot say enough about our staff, Board, volunteers, funders, donors, and partners – you all play a key role in developing and nurturing literacy so that all are able to contribute and succeed.

Kim Chung

Donna Lemieux



Together we can...



Literacy is about much more than reading and writing. It weaves through all areas of our lives – health, employment, school, family– and as the world changes, literacy becomes even more important.

According to the 2012 Programme for the International Assessment of Adult Competencies (PIAAC):

- **45%** of adult Albertans have low literacy skills,
- **53%** have low numeracy skills, and
- **64%** have low problem-solving skills when using digital technology, communication tools, and networks to acquire and evaluate information.

Collaboration is key to addressing the literacy issue and is vital to building capacity to meet current community needs and address future demands. We depend on strong partnerships and collaborations. With community support we:

- develop and deliver literacy programs that integrate prevention and intervention, and focus on the positive – on the abilities of participants to expand their knowledge and build confidence and skills,
- develop and deliver courses and workshops that train others who work with families on how to incorporate family literacy into their services,
- create resources to support learners, professionals, and the general public.

Together we raise awareness of the importance of literacy and it's impact on individuals, families, and communities.



Together we can... *Journey to a Better Place*

For most of us, the skills of reading, writing, and language comprehension are taken for granted. We hardly stop to think what life would be like without these basic skills.

Imagine having to ask a stranger to fill out your passport application, or feeling ashamed at being unable to read to your son's grade two class. Now imagine the relief and pride in finally being able to help your child with her homework, or enrolling in a continuing education class to improve your job prospects.

These are the realities of adults who look to the Centre to begin their journey to a better future. They arrive with an array of skill levels and needs, and specific goals in mind, looking to improve transferable skills that apply to everyday life.

The Centre builds on the strengths of individual learners, improving their confidence and helping them understand they are not alone – they have support and can support others on their journey.

Through a variety of adult programs, learners are able to participate in the program that best supports their needs and learning styles. Our goal is to work with them so they gain the skills needed to open doors to new discoveries and brighter futures.

"I talk to the bus driver, bank, phone agents everywhere with confidence. My tutor helps me to increase vocabulary by reading story books. My tutor helped me to make my resume. I am giving interviews. I have confidence to face interviews. Thank you."

~ Adult Learner

"I am more confident in my math abilities and can figure things out without a calculator. My tutor was very friendly and helpful and patient. He explained everything very well and made me feel comfortable and confident."

~ Adult Learner



Together we can...

Grow Into Literacy



Our family literacy programs provide the link between a parent's learning and that of their children. After all, parents are their children's first teacher. We help parents understand how they influence their children's language and literacy development, and we provide them with the skills they need to help their children succeed.

For many families in our programs, the stress of family life is significant, and the isolation created by the pandemic has increased that stress. Sahra, a mother of three small children, faced the additional challenges of not growing up in Canada: having to learn our customs, language, and traditions. The usual support network of family and friends was thousands of miles away.

Joining an on-line family literacy program provided Sahra with connections to other families and to our staff. The program's activities and resources made a huge difference in her efforts to support her children.

Encouraged by her family's progress, Sahra sought help with her own learning by joining an Adult Book Club and getting a volunteer tutor. When she first came to the Centre, Sahra would ask staff to call her as it was easier for her to talk than to read and write emails. Today, she can do some texting and emailing, and hopes to soon be able to write a paragraph and essay.

Sahra's passion to set an example for her children encouraged her to have goals for each of them, and goals for her own development. Support from a new network of families, friends, and staff made a world of difference for Sahra and her family.

"My family feels closer and more successful and I have more confidence that I am doing a good job."



Together we can...

Volunteer to Make it Happen



"Seeing my learner's enthusiasm and excitement when something opens up to her makes me happy and reinforces why I'm doing this. When she tells me that she can read a story to her baby instead of just showing the pictures and that that makes her proud is reinforcement that I'm doing something important and providing value."

"My work at the Centre is far removed from the staff and volunteers that work on the front lines, but I know the financial support the Development Committee secures is vitally important to keep the Centre running."

Volunteers help keep the doors open and enable the Centre to deliver vital programs and services. But for our volunteers, it goes beyond the time they give – it is a passionate commitment to work together to make a difference in people's lives.

Together with staff, the Centre's volunteers are key to meeting the needs of those who depend on our programs, training, and services.

Our volunteers have told us:

"Low literacy makes things difficult in ways most of us are lucky to never have to think about – deciphering bus schedules, job applications, reading to our children – all things the Centre is able and happy to help with. I love being a part of this small but mighty group!"



Together we can...

Build Capacity



At the Centre, building capacity is much more than training – it is strengthening the capabilities of individuals and organizations to develop, implement, and advance family literacy practices in their communities.

Delivering certificate and workshop training online increased accessibility for family literacy professionals and those working with families from all across Canada. It also brought unique perspectives to each session that fostered amazing discussions and resource sharing.

The certificate training sessions revealed an unmet need for additional support for facilitators. Many expressed a wish to have more time to engage with the other facilitators. In response, the Centre created Communities of Learning with the goal of increasing facilitator collaboration.

Family Program Sharing was the first session offered in Communities of Learning. Discussions were free-flowing, and facilitators shared the highs and lows of online programming, success stories, and helpful suggestions and resources. By participating in this session, participants came away with a sense of community and a collective goal of developing literacy skills in families across Canada.

We polled facilitators for ideas for the next session, and they identified a desire to get help selecting appropriate books for their programs. Our second Community of

Learning, *Good Book, Bad Book*, addressed this request. During the session, we identified what types of books worked with different types of programs, resources to help with book selection, and recommendations on finding the best deals.

Communities of Learning has served as an excellent reminder that facilitators do not need to work alone. Most importantly, it has reminded all of us that we achieve more together as we share our knowledge to build community capacity.

"I live and work in a very small rural town and I am the only facilitator for my area. It is nice to spend time sharing ideas and program activities with other facilitators who can relate to all of the challenges I am going through. I feel less alone."
~ Training Participant



Together we can...

From a Staff Perspective

There is nothing like starting your day with a screen filled with smiling children, parents, aunts, uncles, grandmas, grandpas, and great grandparents. Our Intergenerational Rhymes that Bind program is truly like no other and for some, I believe, has been a lifeline to connection with their loved ones.

Families are connecting far more often, and in a way that would likely not have happened before virtual programming. Grandparents from Switzerland can now connect with their grandson in Edmonton because of our use of a virtual platform. Grandmas can see firsthand the huge grin on their grandchild's face when they get thrown up into the air during The Elevator Song!

Grandparents and parents happily request the songs their child loved in previous weeks. And who doesn't love to see the giant stuffed bunny that Grandpa Bill brings from his East Coast home, and how he waves the bunny's hand to his grandson in Edmonton during our bunny song!

One of the most heartwarming things we see in the program is children holding up handmade signs they made with the help of their parent that read "Hi Grandma" or "I love you Grandpa". The messages are not only touching, they show us what families are gaining from this program – both literacy skills and connection!

I think those of us, in the field of family literacy, have always known the impact extended family can have on children and the adults raising them. But we may not have realized before the pandemic how *big* of an impact they make. I'm so proud and excited to be a part of a program that can bring back some of the support and joy that extended family can provide for families.

"Once you learn to read, you will be forever free."
~ Frederick Douglass



Together we can...

Make an Investment in Literacy

Your contributions of time, money, and expertise have allowed the Centre to innovate and adapt to meet ever-changing needs.

Your investment allowed us to:

- provide **194** Literacy Kits to families and **48** Literacy Kits to Adult Learners
- distribute over **800** books to families
- launch **FamLit5**, a YouTube playlist with videos that provide tips, activities, and songs, each 5 minutes long, with over 1,000 views

Your investment made a difference:

- **91%** of parents report their children have improved development (talking more, playing, singing)
- **93%** of parents report doing more activities together as a family
- **92%** of adult learners felt the program reduced barriers to learning, and 95% are using the skills they learned in their everyday life.



The contribution of time and talent by the Centre's **108** volunteers is immeasurable.

- Volunteer tutors and program co-facilitators put in over **3,000** hours working with learners
- Board and Committee volunteers logged over **930** hours
- Volunteers helped raise over **\$357,000** to support the Centre's programs

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

"One of the books we received is my daughter's favourite and she coos the entire time while reading it!"
~ Parent

"The program helps me gain a lot of local culture. My tutor taught me how to vote and election process in province and federal."
~ Adult Learner

Our Supporters



*January 1 to
December 31,
2021*

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



GOVERNMENT

City of Edmonton, Community Services
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 Alberta Capital Region

INDIVIDUALS

Anonymous 14
Cindy Afanasiff
Julie Afanasiff
Hilary Anaka
Larry & Janet Anderson Learning Resources Endowment Fund*
Natalie Anton
Cara Au
Dick & Heather-Jane Au

Jay Averill
Brian Aylward
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Great Dads - Jon, Brad & Greg
Nora Nobleman
Mme Reis

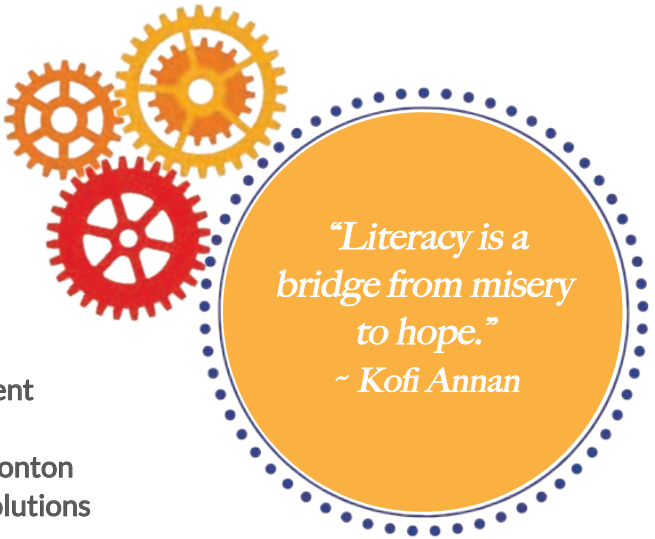


In Memory of
Maureen Allen
Mareen Di Pinto
Kathleen Feehan
Imgard Linquist
Marcia Jeremiah
Anita Jocksch
Linda Johnson
Jacob Kellerman
Maie Kellerman
Patricia Kelley
Sarah Kelley
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Community Foundation

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ATB Financial
ATCO EPIC
AW Holdings Corp
Benefaction Foundation
Butler Family Foundation
Canadian Road Builders Inc.
Canadian Western Bank
Charities Aid Foundation
Charity Games
Delnor Construction Managers



*“Literacy is a
bridge from misery
to hope.”
~ Kofi Annan*

IN KIND SUPPORT

Ferrier Transit Garage, City of
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Kathleen Andrews Transit
Garage, City of Edmonton
Production World
Punchcard Systems
Southland Transportation
United Way of Alberta Capital
Region

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Indigo Books and Music Inc.
Orca Book Publishers
Penguin Random House Canada
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Raincoast Books
Scholastic Canada



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
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Clare & Thomasine Irwin
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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.

Action for Healthy Communities
ABC Head Start Society
ABC Life Literacy
Belvedere Community League
Bent Arrow Traditional Healing Society
Canadian Children’s Literacy Foundation
Canadian Native Friendship Centre
Catholic Social Services
CCI-LEX
Conestoga College
Connect Society
Decoda Literacy Solutions
Edmonton Area Parole Office
Edmonton Literacy Coalition
Edmonton Mennonite Centre for Newcomers
Edmonton Public Library
Free Footie
Frontier College Edmonton
Fulton Child Care Association
Golden Key International Honour Society – MacEwan University Chapter



Jasper Place Child and Family Resource Centre
Jasper Place Wellness Centre
KARA Family Resource Centre
Language Assessment, Referral and Counselling Centre (LARCC)
Lansdowne Child Care & Family Centre
Leduc Adult Learning
Literacy Without Borders
MacEwan University – Faculty of Nursing
Military Family Resource Centre, Edmonton Garrison
Millwoods Seniors Association
Multicultural Family Resource Society
Multicultural Health Broker’s Cooperative
NorQuest College
P.A.L.S. Project Adult Literacy Society
Pathways to Housing (Boyle McCauley)
Rupertsland Institute
Selection Career Support Services
Skills Society
STAR Literacy
The Learning Centre
The Mustard Seed
Westmount Community League
Wings of Providence



Statement of Financial Position

ASSETS
CURRENT
Cash
Accounts receivable
Subsidy receivable
Contributions receivable
Goods and services tax recoverable
Prepaid expenses

PROPERTY AND EQUIPMENT
CASH (Internally Restricted Fund)

LIABILITIES AND NET ASSETS
CURRENT

NET ASSETS
Unrestricted
Internally restricted
Invested in property and equipment

	2021	2020
802,424	575,245	
5		
109,600		
5,240	4,555	
13,605	13,380	
821,269	702,785	
1,900	2,660	
160,242		
983,411	705,445	
8,441	25,495	
18,626	16,632	
147,482	74,214	
174,549	116,341	
646,962	446,444	
160,000	140,000	
1,900	2,660	
808,862	589,104	
983,411	705,445	



Statement of Operations

REVENUE

	2021	2020
Grants	624,538	667,585
Donations and other fundraising	357,690	281,709
Product sales and service fees	9,932	23,855
Casino	2	40,682
Interest	8,102	8,712
	1,000,264	1,022,543

PROGRAM EXPENSES

Wages, contract and benefits	618,648	584,775
Program delivery	140,877	119,361
Facilities	117,393	115,302
	876,918	819,438

ADMINISTRATION EXPENSES

Wages, contract and benefits	69,856	69,674
Professional fees	32,902	28,835
Office	21,890	19,308
Facility	13,046	12,811
	137,694	130,628

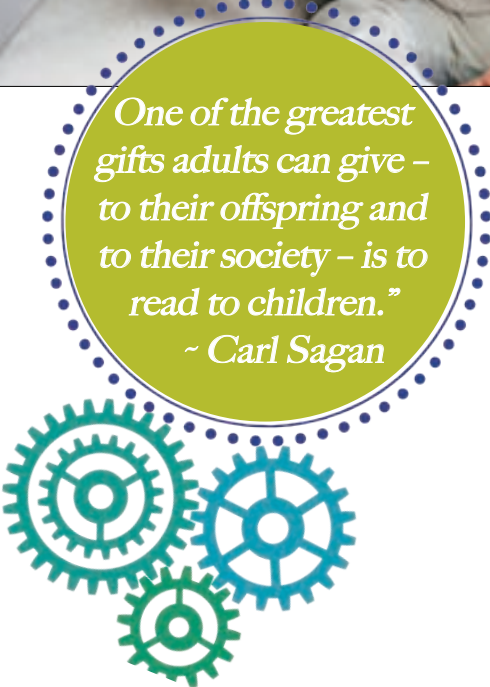
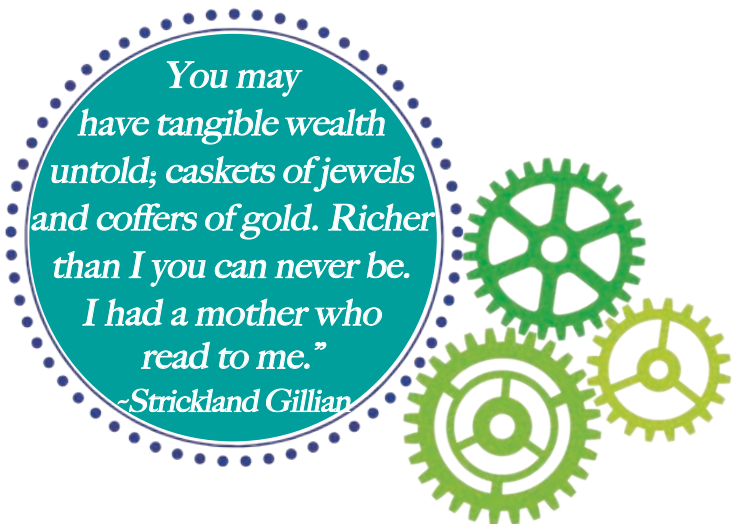
Excess of Revenue over Expenses Before other Income and Expenses	(14,348)	72,476
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OTHER INCOME (EXPENSES)

Government subsidies	234,866	212,118
Amortization of property and equipment	(760)	(881)

	234,106	211,237
Excess of Revenue over Expenses	219,758	283,713

Complete audited financial statements are available on request.



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