

# Project READ Literacy Network

Annual General Meeting 2021 - 2022

Monday, November 14, 2022



Welcome to Project Read's AGM Report for the Annual General Meeting for the 2021-22 year.

Our fiscal year runs from April 1st to March 31st.

## Thank You to Our Funders and Sponsors!

- Lyle S. Hallman Foundation
- Regional Municipality of Waterloo
- Ontario Ministry of Labour, Training and Skills Development  
Government of Canada - Summer Students Program
- ej Tax Service - FLTC sponsor
- MicroAge - FLTC webcast sponsor



Thank you to our Funders and Sponsors.

We have two new sponsors this year that helped to support our Family Literacy training and certification program: e.j. Tax Service and MicroAge.

## Thank You to Our Core, Program and Project Staff

Jane Tuer,  
Executive Director

Robin Crank,  
Project Manager

Christine Shantz,  
Educational & Essential Skills  
Assessor,  
Get Set Learn Facilitator

Ginny Carnevale,  
Program Assistant

Seda Ekinici,  
Program Assistant

Todd Turnbull,  
Administrative Support



Marian Baron,  
Bookkeeper

Jennifer Hewitt,  
Family Literacy Program  
Manager & Facilitator  
Certification & Training Program  
Coordinator

Nadia Muhammad,  
Get Set Learn Program  
Coordinator & Facilitator

Todd Turnbull,  
Administrative Support

Nicole  
Family Literacy Certification &  
Training Program Coordinator  
Maxwell

We're so lucky to have such great staff. Their enthusiasm for the work they do never wanes.

While the faces and names may change as we grow, they are the main ingredient in the recipe of this organization.

# Thank You

## to our Board & Committee Members

### Governance Committee

Lorri Sauvé,  
President

Meghan Corry,  
Vice-President

Eric Karn,  
Treasurer



### Directors at Large

Louise Bruns

David Critch

Molly Kimpel

Bea Henry

If the staff is the main ingredient of the recipe for Project READ the board is the creator. These dedicated individuals provide guidance and strategic direction and are the first people to pitch in and help out when it comes to fundraising events or requests from staff.

It's not easy being a volunteer director....it's a job that you don't get paid for and yet you put a great deal of effort and caring towards. These are the people that are the leaders and visionaries and help Project READ continue to be successful and grow.



## Project READ's Community Committees!

- • Baby Connections
- Children and Youth Planning Table Waterloo Region
- Community Employment and Literacy Committee Early Learning & Literacy
- Alliance of Waterloo Region
- Family Literacy Day
- Guelph-Wellington Employment and Training Committee
- Guelph-Wellington Literacy Service Planning Committee
- Learning Networks of Ontario
- Parenting Alliance of Waterloo Region
- Program Advisory Committee – LBS – Conestoga College Waterloo Region Literacy Service Planning committee

Our results show that our programs are having an impact for adults and families in our community!

Parents are the drivers of what takes place in the home. Changes in parents' skills and attitudes affects both parent and child success in school, life, and work.

# We moved to remote!

Before:



After:



In 2021, we planned and organized everything we physically had and figured out what we needed to keep in order to continue Project READ's work. In December, we packed up everything we needed and moved our tools and resources into our new storage unit.

All staff now works remotely with access to everything we need when we need it.

# Professional Development with Project READ



**Bridges Out of Poverty Workshop**

Bridges Out of Poverty is a strengths-based approach to working with people living in poverty, either generational or situational. It explains how to avoid the "fix-it" approach to working with people in poverty and focus on the building of resources at individual, organizational and community levels.

If your organization works with people living in poverty, only a deeper understanding of their challenges – and strengths – will help you partner with them to create opportunities for success. This is the foundation of Bridges Out of Poverty, and at this Bridges workshop, participants will:

- Understand a new definition of poverty and the resources clients need to move beyond the margins
- Develop an understanding of the mental models of class
- Become more aware of research on the causes of poverty
- Understand some hidden rules of poverty in middle class
- Begin thinking about how to apply Bridges concepts within their organization

**Date:** Mon June 27th 2022  
**Time:** 9:30 am to 12 noon  
**Location:** Online Zoom Meeting  
**Cost:** \$50.00/person (Discounted rates for FLTC and Directory Association! Check your rates for Private/Coles of Association)  
**Register:** <https://bit.ly/BridgesWorkshop>

**YOUR FACILITATOR:**  
Jane Tye is the Executive Director of Project READ Literacy Network and has been in the literacy field for almost 30 years in a variety of sectors and positions. She has been a certified Bridges Out of Poverty facilitator since 2011 and a certified Getting Ahead facilitator since 2014.

Contact Us:  
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519-570-3054  
[www.projectread.ca](http://www.projectread.ca)

In our work to support our Adult Literacy programs, we offered the following professional development opportunities for practitioners:

- Bridges Out of Poverty
- Myths of Motivation
- Job Search Skills for a Virtual World

Project READ also helped to support & promote Community Literacy of Ontario's Pop Up PD for Literacy Educators workshop series to literacy professionals across Waterloo-Wellington.

These trainings were offered based on requests from partners in the community and were extremely well received and participants indicated it was beneficial to their work.

Through these opportunities, we provided training to over 100 practitioners in Waterloo Region.



## Educational Assessments



85



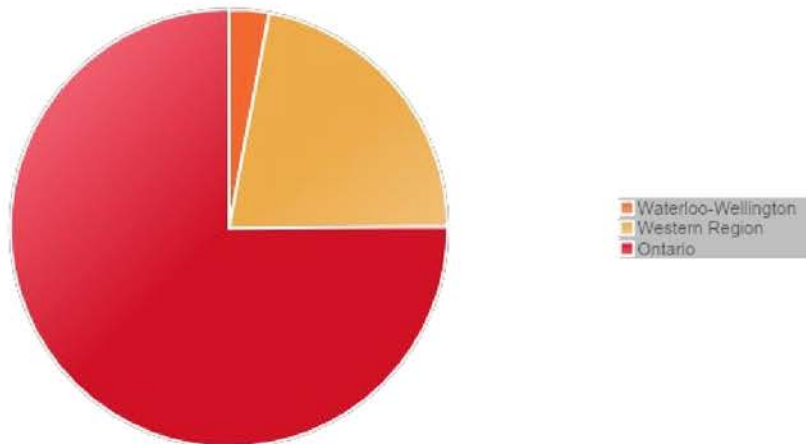
### Educational Assessments

- We assessed 85 learners last year through Ontario Works referrals. This is an increase from 69 learners in the previous year (the first year of the pandemic)
  - ROW offices are still not allowing community partners back into their spaces to provide face to face assessments
- As a result, PRLN has built a partnership with Agilec in Kitchener and has been providing in-person assessments at their Kitchener location one day per week since January 2022



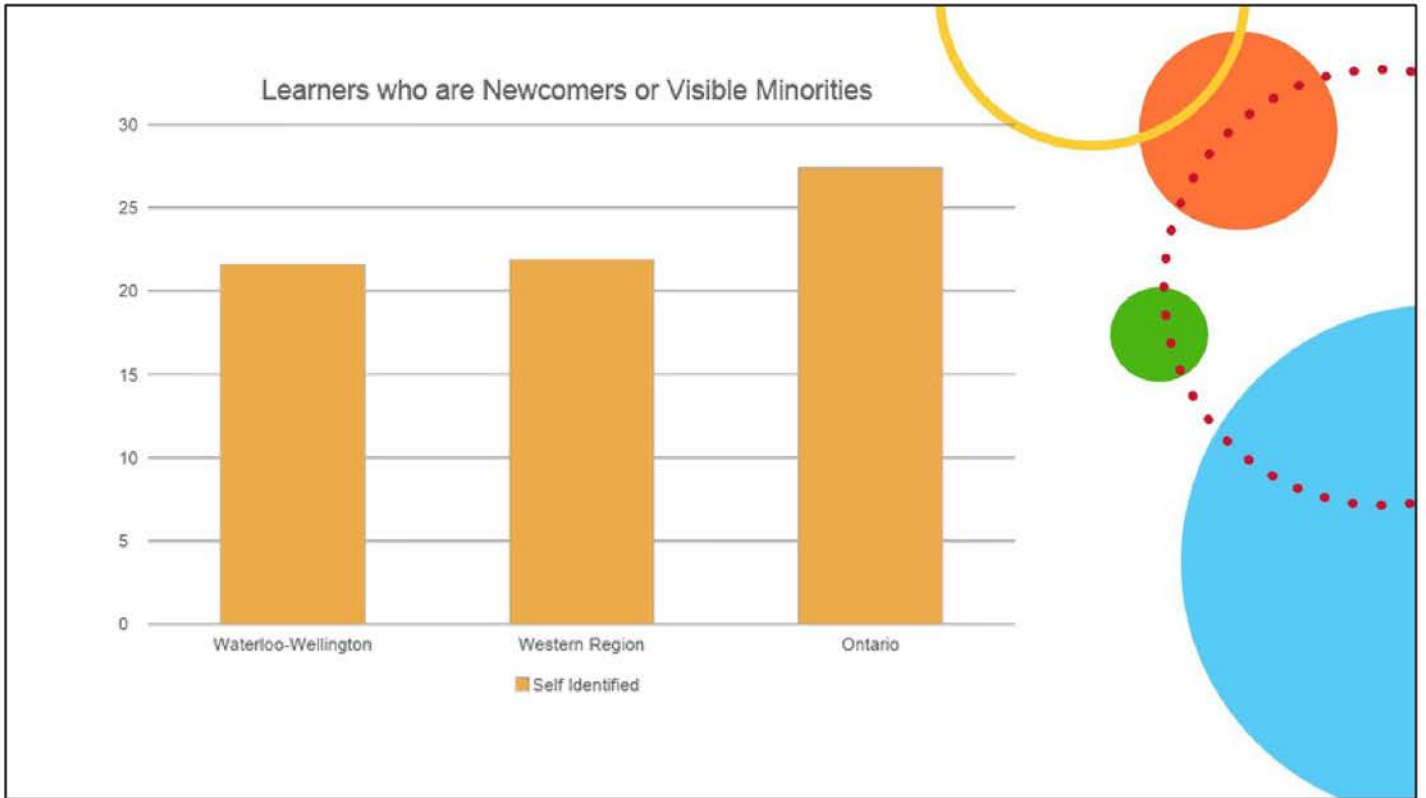
## Who are our learners?

Learners Served 2021/22

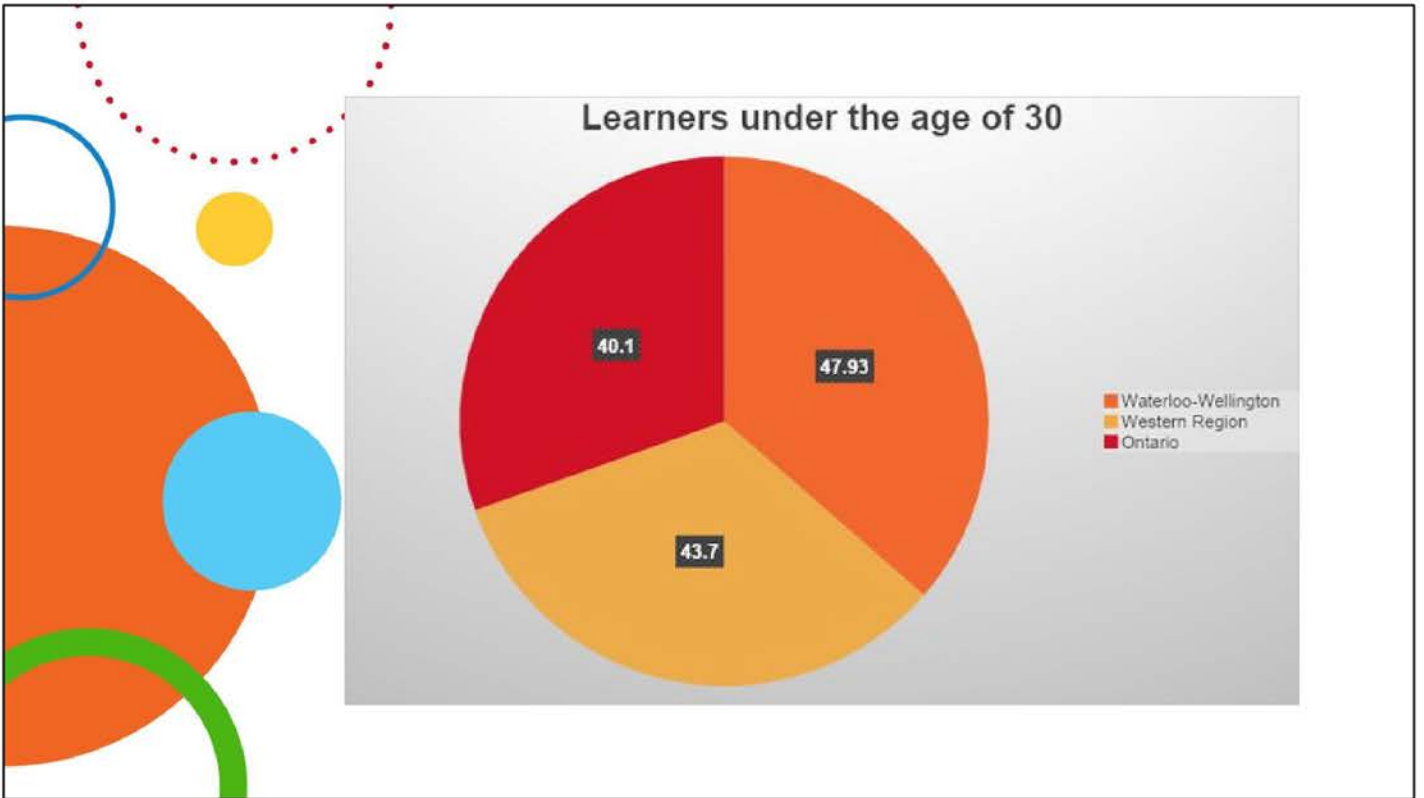


Project READ coordinates literacy services planning throughout Waterloo-Wellington. We provide supports and services to assist agencies in Waterloo-Wellington to serve 1,665 learners in 2021/22.

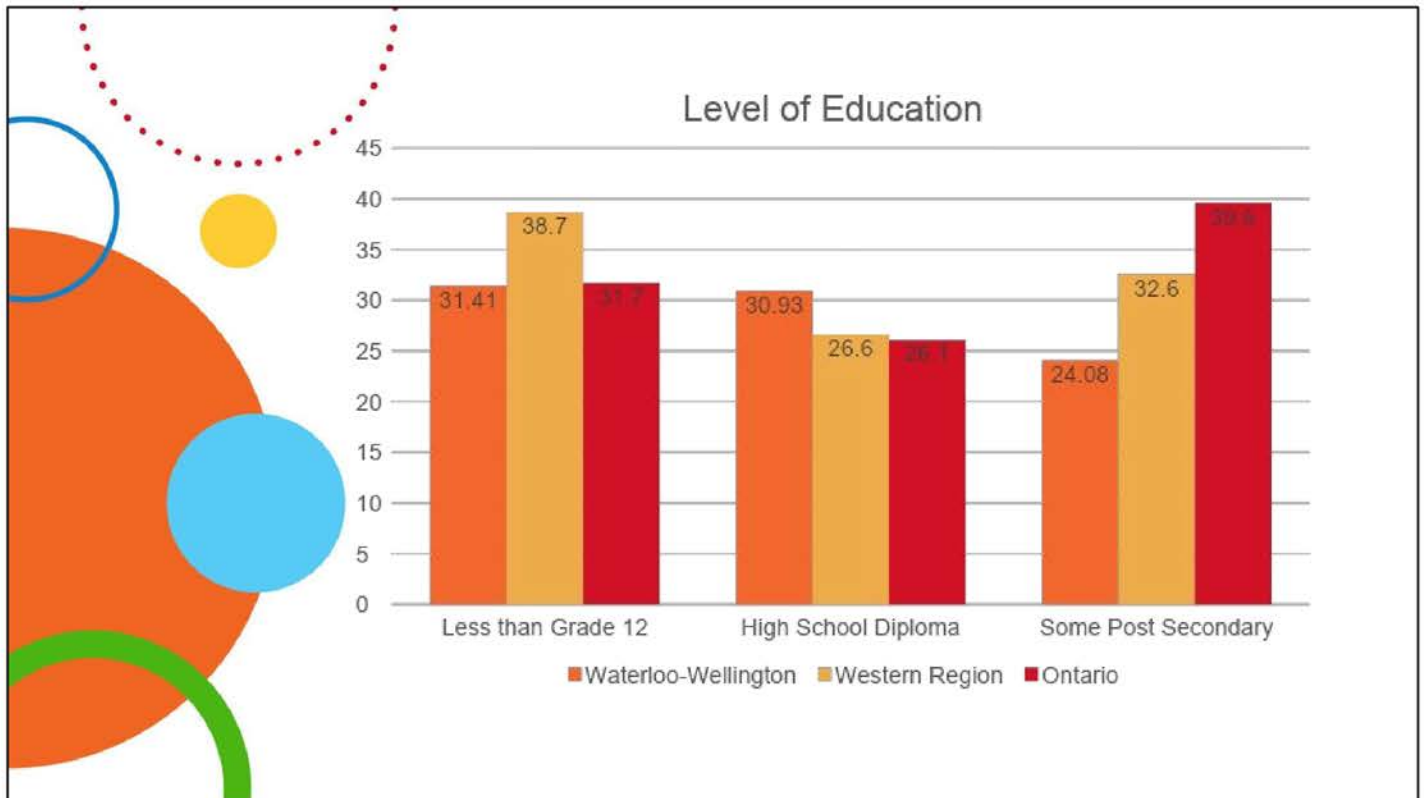
- We may only make up about 4% of all learners served, but the GTA takes up the majority of the population and the learners in LBS programming.
- The majority of our learners either have no source of income or are on social assistance at 44%.
- Our programs do a fantastic job at helping learners to see progression with our completions of at least 1 milestone at 84%. This is significantly higher than the Western Region at 77% and the province at 76%.
- Most of our learners are on the Employment Path – either directly or through further education with only 5.2% focussing on Independence.



Many people assume that the majority of people within adult literacy programs are Immigrants, but as can be seen they make up just a little more than a 1/5 of our learners.



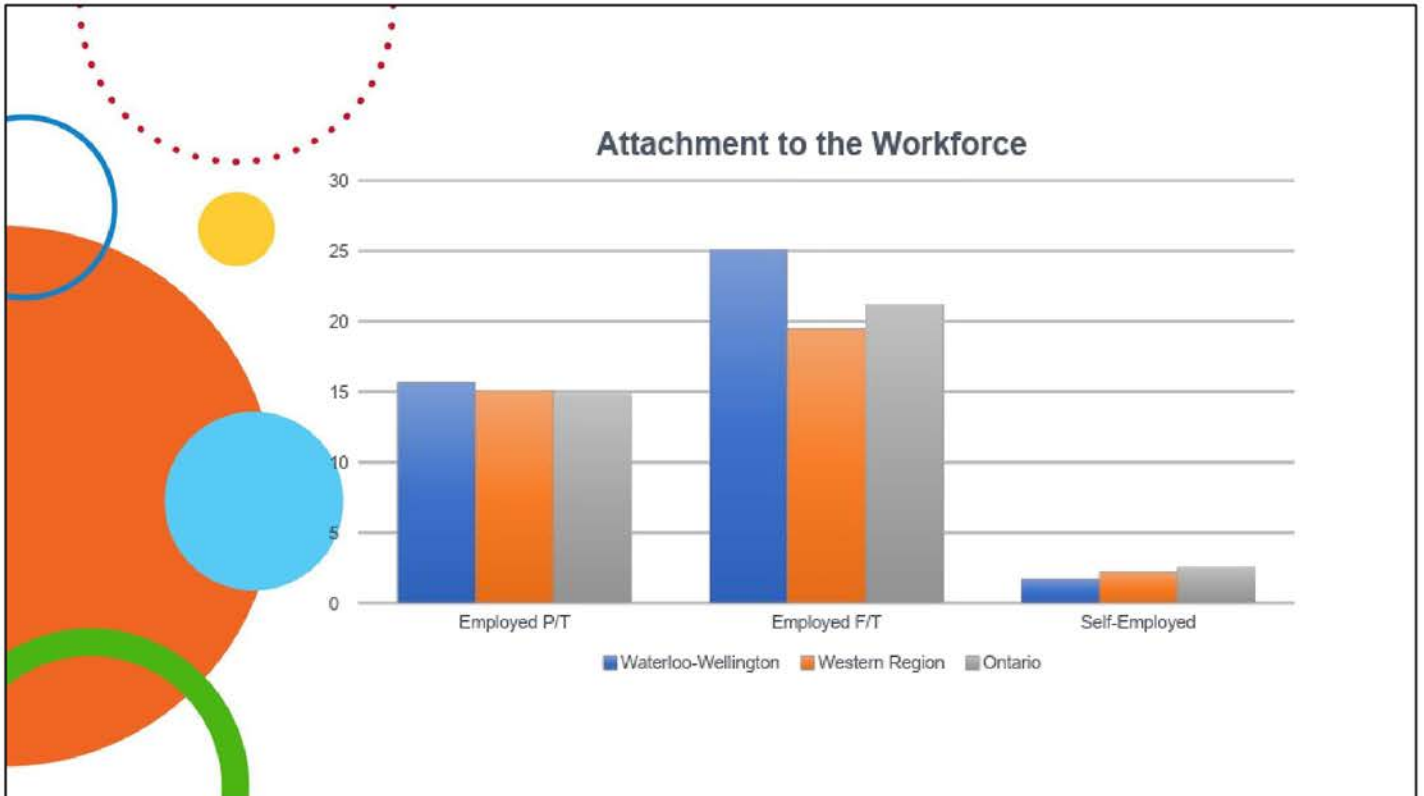
The majority of our learners are under the age of 30. This is close to half our learners which is higher than the West and Ontario. This can indicate both good and bad news; the bad news being our education system is not working for a number of their students, but at least these students are recognizing they need more supports and skills development earlier in life.



Most of our learners do not have a Grade 12 diploma....less than a ½ percent less do have a high school diploma – once we can get more data again from EQAO on Grade 10 literacy and Grade 9 numeracy results we’ll know more. The worry is that COVID has made the situation even worse for youth in the funded school system.

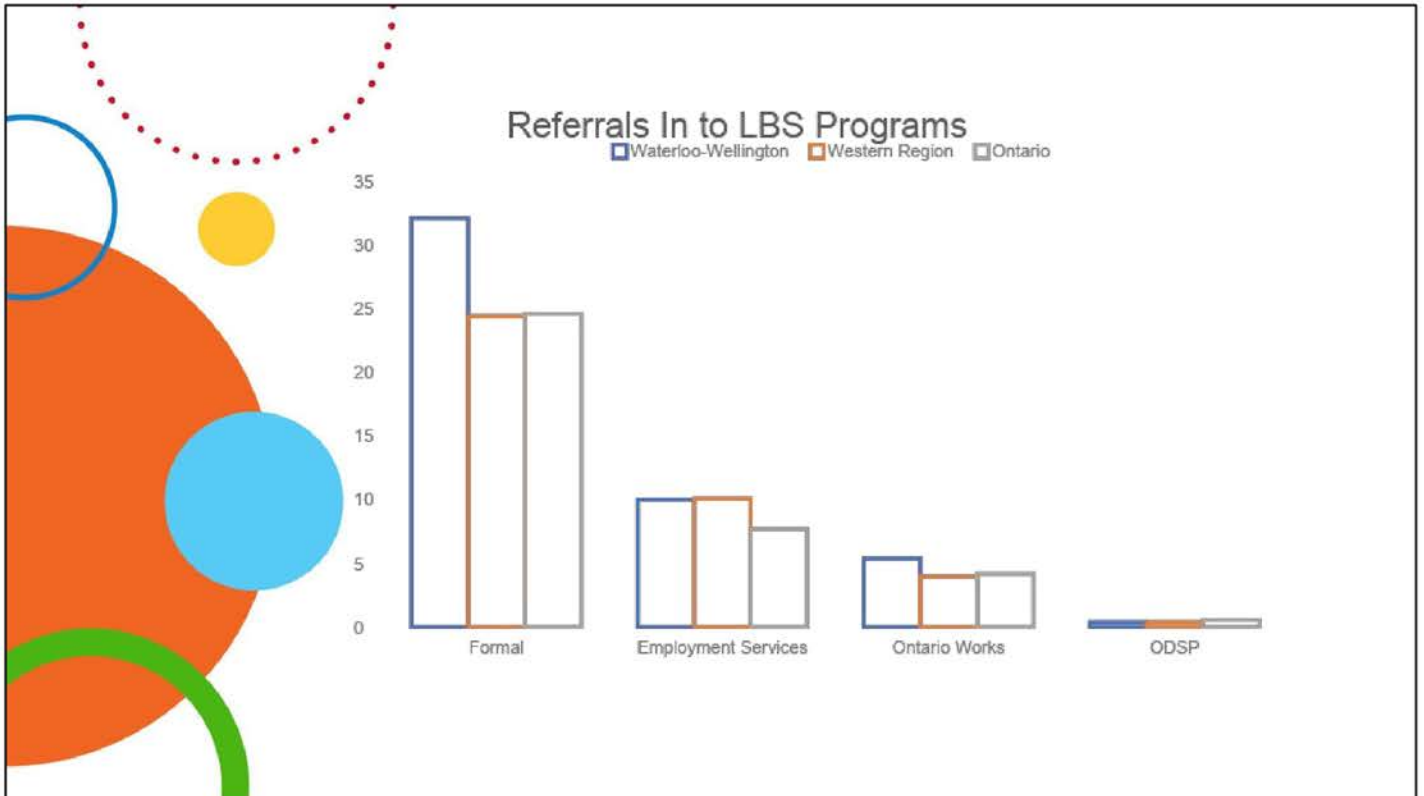
- Almost ¼ of our learners do have some post secondary education, but it is concerning to see that the province as a whole has almost 40% of their learners in this category.

The numbers do not always add up to 100%, as learners must self-disclose all information and as can be seen in Waterloo-Wellington almost 14% did not share in this category.



Waterloo-Wellington sees more employed learners within their LBS programs as compared to the West and province. It is still less than 50% of the learners, but we must remember that Labour Market Information shows that Waterloo-Wellington has historically had lower unemployment rates. Guelph is consistently listed as one of the lowest rates in the country.

Many learners are working and learning. This helps to dispel the myth that it's just people that didn't apply themselves in school.



Finally I'd like to touch on referrals into LBS programs. The majority of our referrals happen through a formalized process we have developed with Employment Services and Ontario Works throughout Waterloo-Wellington. Even with that happening we also have more other referrals into our programs from Employment Services and Ontario Works than the province.

I also wanted to share the Ontario Disabilities Support Program referrals, or lack thereof. Unfortunately in this system a case worker can have hundreds of individuals on their caseloads, so individualized referrals are almost impossible to make. It's a missed opportunity by the government to not just write off individuals on ODSP...they have disabilities, but they also have abilities.

# Project READ's Community Calendar

The image shows a screenshot of the Project READ website's Community Program Calendar for October 2022. The calendar is a grid with days of the week as columns and dates as rows. Events are listed in the cells, such as 'Cover Letters', 'Resumes', 'Job Search Strategies', and 'Newcomer Career Mo'. A red box highlights 'Job Fair 2022' on October 4th. To the right is a cover for 'The Directory of Programs 2022 Edition' by Project READ Literacy Network. The cover features a photo of two people and a list of services: Assessment Services, College Preparatory Programs, Employment Services, Employment Ontario, English as a Second Language (ESL), Family Literacy, High School Credits, Language Instruction for Newcomers to Canada (LINC), Literacy & Basic Skills Programs, and Online Learning. Logos for Ontario, Ottawa, and Carleton are at the bottom.

We continue to add more features to our new Project Read website.

This year we added a Community Program Calendar which helps people connects to our programs and events as well as services offered by our regional directory association partners. Our partners are able to add their public events and workshops events directly to this calendar for the public to access all in one place!

Our Annual Directory of Programs is also available to view and download for our website!

## Family Literacy projects

Thanks to the Social Impact Grant funding provided by the **Lyle S. Hallman Foundation**, we were able to support Family Literacy programming at PRLN through:

- development and implementation of various marketing and sponsorship strategies to engage businesses & increase support for Family Literacy programs in our community
- delivery of our Family Literacy Training & Certification programs online
- delivery of our Family Literacy Peer program

### By focusing on Adult Learning

We can help parents build confidence and skills, in order to support increased opportunities for the whole family.



At Project READ Literacy Network, we offer a Family Literacy Training & Certificate Program

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# Family Literacy Training and Certification

The Family Literacy Training and Certification (FLTC) programs offered by PRLN are designed to support other community agencies to deliver a Get Set Learn program and/or for individuals to incorporate family literacy in their practices.

Between 2021 and 2022, PRLN has:

- launched our own online learning management system for our Family Literacy Training & Certification programs.
- trained/certified 15 individuals in Family Literacy from all across Canada.



We have trained/certified 15 individuals in Family Literacy from across Canada. This is extremely important to Project READ, to Ontario and Canada as we know that the childcare and the Early Years sector have seen higher demand since the pandemic began and there is a shortage of qualified individuals in this workforce.

# Family Literacy Peer Program

We extended our Literacy support to families in Get Set Learn and out in the community by offering our award winning Family Literacy Peer program again.

After 25 hours of training, skills development and practice, the peers support GSL learners and outreach to the broader community through our Peer Community Engagement:

- 28 community engagements outside of GSL classes
- over a 100 parents were invited to participate in Family Literacy Community Engagement, increasing awareness of the importance of early literacy skills development
- 40 parents and 117 children participated in our Family Literacy Community Engagement!



We extended our Literacy support to families in Get Set Learn and out in the community by offering our Family Literacy Peer program again.

In addition to their own skills gains including increased confidence, grit, and better work habits/time management, the peers completed 28 community engagements! This piece of our peer program was difficult because they were reaching out to others who were unaware of what early literacy means. They worked hard to come up with creative and fun ways to introduce this to families.

40 parents and 117 children participated in our Family Literacy Community Engagement with the Family Literacy peers.

# Get Set Learn - Family Literacy Program



Get Set Learn is a family literacy program for families with children from birth to 4 years.

In 2021, we delivered Get Set Learn:

- to 63 families including 79 children participated in Get Set Learn in 8 virtual programs.
- with support of our \*award winning\* peer program

Since 2003, Project READ has delivered Get Set Learn:

- to 981 parents and 1309 preschool-age children
  - at 106 program locations and 14 virtual program spaces in Waterloo Region, with the help of valued community partners.

The online Get Set Learn program continued to support families during the pandemic. We received great feedback from families on how helpful this program was to engage in literacy-based activities and to get information on community resources. The Get Set Learn Family Literacy Peer program was a huge help in supporting the individual needs of the families during and after the program.

As part of the Early Learning and Literacy Alliance's project, the Face to Face Initiative funded by the Lyle S. Hallman Foundation, Project READ offered one Get Set Learn class online in spring 2021 and another was offered in winter 2021.

# Family Literacy works!

## Parents who participate in Get Set Learn show

- higher frequency of reading, writing and math activities with their child(ren) at home
- increased confidence & more positive attitudes towards learning and school
- increased awareness of how Essential Skills are used at work, home, and in the community



Parents are the drivers of what takes place in the home. Changes in parents' skills and attitudes affects both parent and child success in school, life, and work.

# The Literacy Bike!

Thanks to funding received from Employment and Social Development Canada for Summer Students, PRLN was able to develop & offer the Literacy Bike programs throughout July and August 2021.

## Program highlights include:

- Mobile literacy programming for parents and their children between 3-10 years old.
- events were hosted in Kitchener parks to engage families safely in Literacy learning
- 50+ people attended each event, with many returning families.

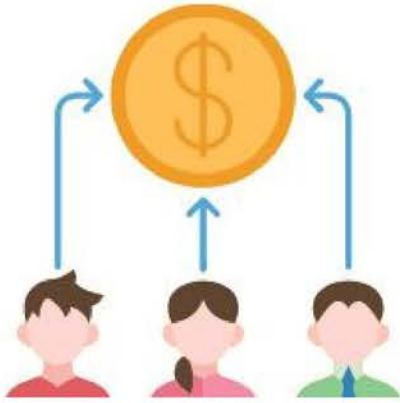


Thanks to funding received from the federal government for Summer Students, PRLN was able to develop & offer the Literacy Bike programs throughout July and August 2021.

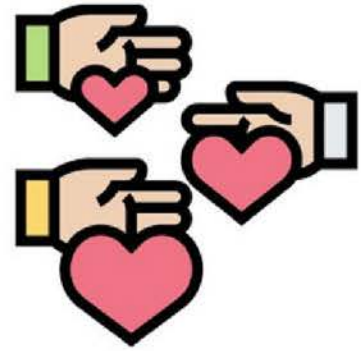
We designed the bike and the activities to be hosted at parks in Kitchener, to reach families and engage them safely in Literacy learning using the outdoor spaces available in the community.

This program was very successful with the average of 50 people per event, with many returning families.

# Fundraising Committee



Louise Bruns  
Lorri Sauvé  
Molly Kimpel  
Meghan Corry  
Robin Crank  
Jane Tuer  
Ginny Carnevale



**A Special Thanks to our Fundraising Committee Members!**

The Fundraising Committee:

We only receive Ministry funding of \$95,700 to run our organization. This includes salaries, insurance, travel, supplies - all the core costs. It obviously doesn't cover all these costs, so we need to fundraise and here are the members of our fundraising committee.

The Fundraising committee did amazing during the last fiscal year (the second year of the pandemic) and helped to bring in about \$12,000 and that doesn't include donations



# Reading Rumble

Online Book Trivia Fundraiser



We hosted our second online Reading Rumble Book Trivia Fundraiser in March 2022

with:

- 32 participants
- \$9,635.00 raised
- 10 volunteers
- 6 Donors & sponsors



**The 2022 winning team: Steven Page Turner Overdrive!**

We hosted our second online Reading Rumble Book Trivia event in March 2022. It's a fun event where teams sign up to read 2 selected books and then compete in an online trivia tournament, all while collecting pledges to be the Top Fundraising team and Top Trivia Team. Great prizes, a trophy and bragging rights go to the winners.

This year we raised an incredible \$9635.00!

Thanks to our fundraising committee for making the event a great success and we are already looking forward to next year's event!



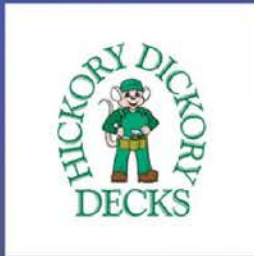
Project READ  
Literacy Network

# Reading Rumble

Online Book Trivia Fundraiser



**THANK YOU!** to



One of our 2022 Reading Rumble Sponsors!

**THANK YOU!** to



CLARKE STARKE  
& DIEGEL LLP



Our 2022 Reading Rumble Prize Donors!

Thank you to our 2022 Reading Rumble Sponsors and Donors for helping to make our event a great success!



Thank You !!



Thank you for a fantastic 2021/22 and we look forward to an even better 2022/23!