



Literacy Coalition  
of New Brunswick<sup>Ltd.</sup>

*2016-2017*

# Annual Report

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# President's Report



As the new President of the Literacy Coalition of New Brunswick, welcome to our Annual General Meeting.

I would first like to thank Frank Hayes, our past President, for the significant contribution he has made to the Literacy Coalition of New Brunswick and his passion for developing public awareness of literacy in the Province of New Brunswick. Frank has continued to offer his valuable advice and we thank him for his leadership and vision while President of the Literacy Coalition of New Brunswick.

As an organization, we have continued to provide literacy programs to our community. In the past year, our programs and initiatives included Conversations with Grandparents, the Let's Learn booklet and video, Family Literacy Day Celebrations and the Adult Learner's Writing Contest. For the coming year, we are developing a community asset map which will connect parents and educators to family literacy programs and supports throughout the province.

As you are aware, the provincial government will be implementing its literacy strategy for the Province of New Brunswick. This is an ambitious and an exciting initiative by the Province of New Brunswick to raise literacy levels and we hope as an organization to be able to assist and partner with the Province of New Brunswick in this worthwhile endeavor.

Our organization, has continued to fundraise. Last April, we held the Peter Gzowski Literacy Dinner in Fredericton and it was a huge success. This was our best attended dinner to date and we raised approximately \$30,000.00 from the dinner and auction. We thank Bob Scott and his team who took the lead in organizing this successful event. We have already starting planning next year's event which will be held on April 24, 2018. We hope you will be able to attend and support the valuable literacy programs which benefit from this event. Our fundraising from the PGI dinner and other events, allows us to distribute funds for community literacy programs and support the advancement of literacy in New Brunswick.



We continue to recognize and celebrate literacy programs throughout the province with the Marilyn Trenholm Counsel Awards. In these awards, we recognize individuals and organizations who have made exceptional contributions to literacy throughout the province. The awards for this year will be held on October 4, 2017 and I encourage you to attend to help honour these worthy individuals and organizations who work so hard to improve literacy in New Brunswick.

We also continue to work with our members and partner organizations to address literacy issues around the Province of New Brunswick. We share knowledge, information and best practices about literacy which result in better delivery of programs.

The work of this organization would not be possible without the hard work of our Executive Director, Lynda Homer, who has recently joined us. Lynda, who had worked with our organization in the past, has proven an invaluable member of the team. This team also includes Matthew Garneau who does an excellent job in communications and Judy Wood who provides our accounting services. We have a Board of Directors and Executive who tirelessly contribute their time and expertise to the management of this worthwhile organization and I thank each and every one of them for their commitment to literacy in New Brunswick.

The Literacy Coalition of New Brunswick is committed to fostering and improving literacy in the Province of New Brunswick and it would not be possible without our partner organizations and individuals like yourselves. We thank you for your support.

**Brent Melanson**

President, Literacy Coalition of New Brunswick



# Executive Director's Report, Sept. 27, 2017



On July 1st of this year, I was very pleased to return to the Literacy Coalition of New Brunswick as Acting Executive Director. It feels good to be back with this important organization at such a promising time for literacy in the province.

The mission of the Literacy Coalition of New Brunswick is to provide leadership to advance literacy, lifelong learning and essential skills for all citizens through partnerships and collaboration with government, educational institutions, business, labour, community organizations and individuals. This mission is very relevant in light of the Province's Comprehensive Literacy Strategy which calls for an enhanced focus on collaboration and a co-ordinated effort to increase literacy and lifelong learning in New Brunswick.

In keeping with this mission, we have continued to carry out projects activities and events, the details of which are contained in the body of this annual report.

Here are some of the highlights:

With the aim of advancing family literacy in our province, and in recognition of the valuable role grandparents play in the lives of young children, LCNB is continuing to host workshops for grandparents and grand persons interested in supporting family literacy in their communities. Funding for this project has been provided by New Horizon for Senior's Program. Plans are also being developed to create an innovative and interactive community asset map which will connect parents and educators to family and early childhood literacy programs and supports throughout the province. Another exciting project that is well underway is translation of the "Let's Learn!" booklet into Mi'kmaq and Maliseet languages. An accompanying video will also be produced this year.

In January, we celebrated Family Literacy Day by holding a Family Literacy Fun Day at the Gibson Memorial School in Fredericton. We also hosted an Adult Learners' Writing Contest with the winners being presented their prizes at the PGI Literacy Dinner and Auction on April 25, 2017. You will find the names and photos of the winners included later in this report.



Another major highlight for the year was the hosting of our fourth annual PGI Literacy Dinner and Auction on April 25, 2017 at the Delta Fredericton where we presented the Hon. Margaret Norrie McCain with the 2017 Literacy Champion Award. This very successful event was lead by PGI chair, Bob Scott with the support of his dedicated PGI Cabinet members. We are proud to report that the Literacy Dinner raised approximately \$30,000 for literacy programming in New Brunswick.

On May 4, the LCNB attended the Timeraiser 150 held at the Boyce Fredericton Market. Organized by the United Way, participants at this event bid on original art by investing volunteer time, not dollars to causes they care about. The Literacy Coalition was one of the charities to which volunteer hours were donated.

Our annual Dr. Marilyn Trenholme Counsell Award ceremony will take place on October 4, 2017 at the Crowne Plaza Fredericton. We look forward to recognizing these deserving individuals and organizations who have made exceptional contributions to literacy in New Brunswick.

We are happy to report that our social media presence with our LCNB FaceBook, Twitter and website is growing steadily. Ten newsletters were produced over the past year to share LCNB and general literacy information.

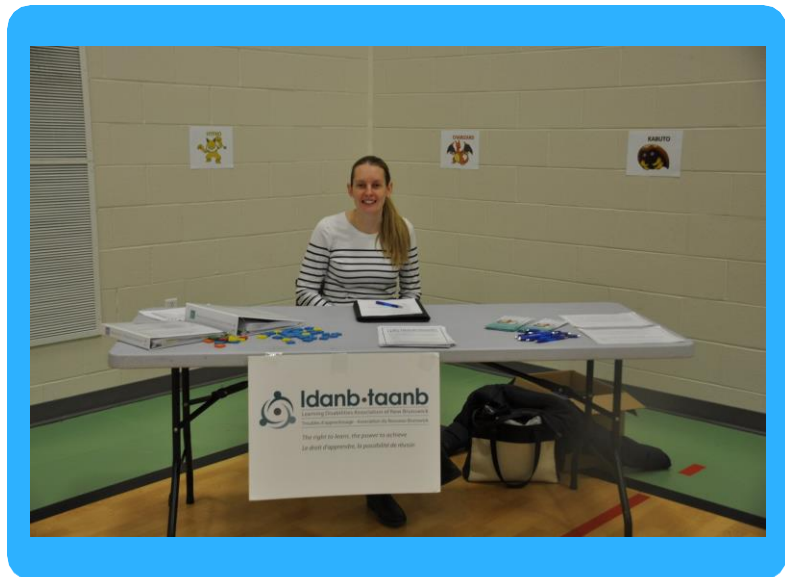
Our work as a Coalition would not be possible without the support and volunteer efforts of many partners and individuals who deserve our heartfelt thanks. I would like to thank our President, Brent Melanson, our Executive Committee and dedicated Board of Directors for their efforts in working towards the advancement of literacy in New Brunswick and the sustainability of this organization. Thanks also to our many partners for their valuable contribution. We are grateful to our government and community partners and all the businesses and individuals who support us through our annual PGI and other fundraising events. I look forward to the coming year with optimism as we continue our efforts to improve literacy, lifelong learning and essential skills in New Brunswick.

**Lynda Homer**

Acting Executive Director, Literacy Coalition of New Brunswick



# 2017 Family Literacy Fun Day!



On January 28th, 2017 Literacy Coalition of New Brunswick was proud to host our Family Literacy Fun Day at the Alexander Gibson Memorial School, Fredericton! Featured at this event were great activities such as story time in the Frontier College Story Tent, cool kid science with Science East, crafts with the Boys and Girls Club of Fredericton. On top of this, free books were available to be won. In addition, LCNB shared tips and strategies on how to help families bring literacy to life. Parents also had a chance to learn about the Barton Reading System from the great folks at the Learning Disabilities Association of New Brunswick.



# 2017 PGI Dinner & Auction

Our PGI Literacy Dinner and Auction was held on April 25th at the Delta Fredericton. We had a wonderful turnout and a great evening celebrating the outstanding achievements of this year's award recipients. The 2017 Dinner, lead by Bob Scott and his dedicated Cabinet members, featured guest speaker and recipient of the Champion of Literacy Award, Margaret Norrie McCain, who spoke of her commitment to building a stronger literacy future for New Brunswick.



The Peter Gzowski Award for this year went to former Literacy Coalition President, Frank Hayes and his wife Anna Marie Hayes, who have made significant contributions to literacy over the years. Once again we were fortunate to have the renowned Marshall Button as our talented Master of ceremonies and Poet Laureate.





# 2017 Writing Contest winners

Another special highlight of the evening was the award presentations to the winners of the Adult Learner's Writing Contest. Jamie Cyr, Sophie Fernette Roy, and Tanya Murray were presented with their awards. Following the presentations, the award winners read their stories to the attendees at the Dinner.



**Sophie Fernette Roy**



**Tanya Murray**



**Jamie Cyr**

# LCNB at the Timeraiser 150



LCNB had the unique opportunity to be present for this year's "Timeraiser 150" volunteer event! "Timeraiser is a party for social good, supporting artists and nonprofits". This was a chance to kickstart your art collection by giving back to your community. The idea was to bid volunteer time, not dollars, for original art by emerging Canadian artists. Bidding starts at 20 hours and maxes out at 150 hours. If a piece you love reaches 150 hours, anyone can match that bid and we'll draw a winner at random from the max bids once the auction ends.

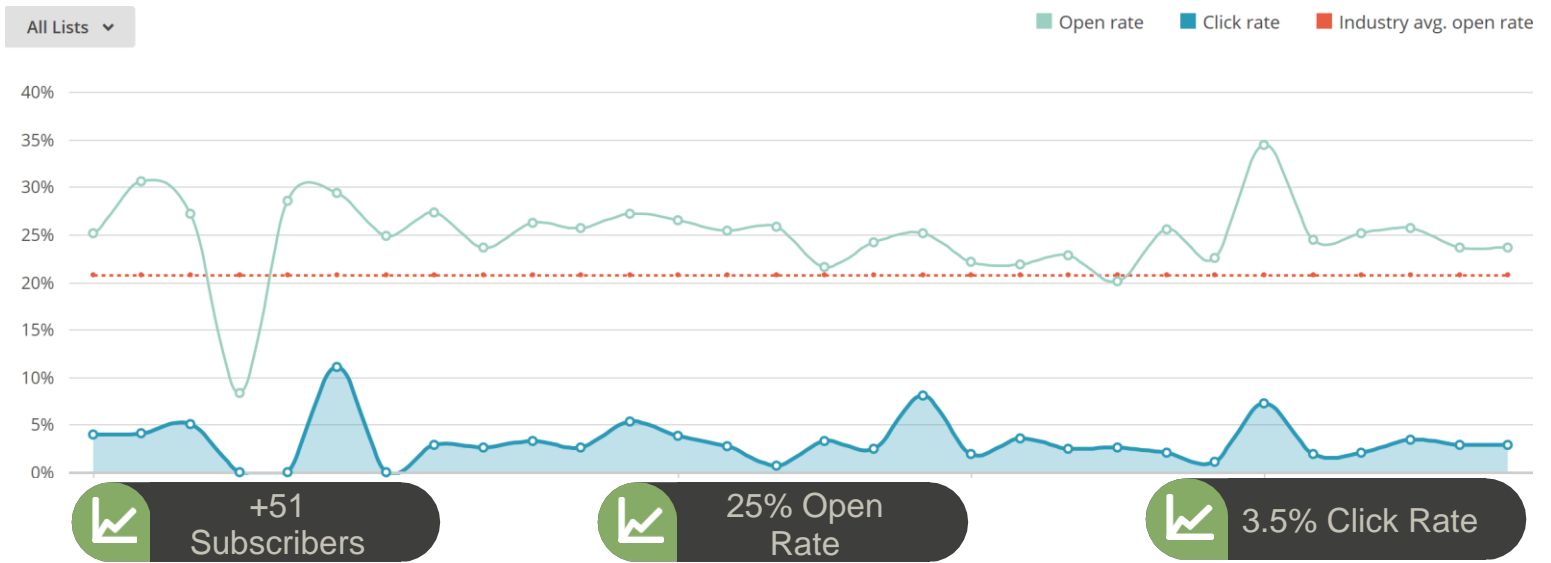
All winners have one year to finish volunteer hours and claim their piece of art. The best part? Volunteer with any nonprofit(s) of the winners choice!

LCNB along with many other nonprofits were present at the event and gained some valuable face time with the wonderful people in Fredericton!



# LCNB Impact Report

## Newsletter



Our Newsletter has maintained a stable albeit stagnate subscriber count growing from 649 of last year, to 658, a growth of 9 new Subscribers. Our Open rate, however, is performing above industry average at **25%** (industry standard for Nonprofits 20.8%). Click rate is also above industry standard at **3.5%** (industry standard being 2.3%). The increase in clicks is thanks to our recent restructuring of our newsletter.



# Facebook



2017 could be summarized as a year of steady growth, which is seen by the steady increase on the above graph. We have been able to gain 28 page "likes" throughout the course of this year rising from 1351 to 1379. We could significantly increase this number through the use of paid Facebook advertisements, which would draw people to LCNB and our cause.

# Twitter

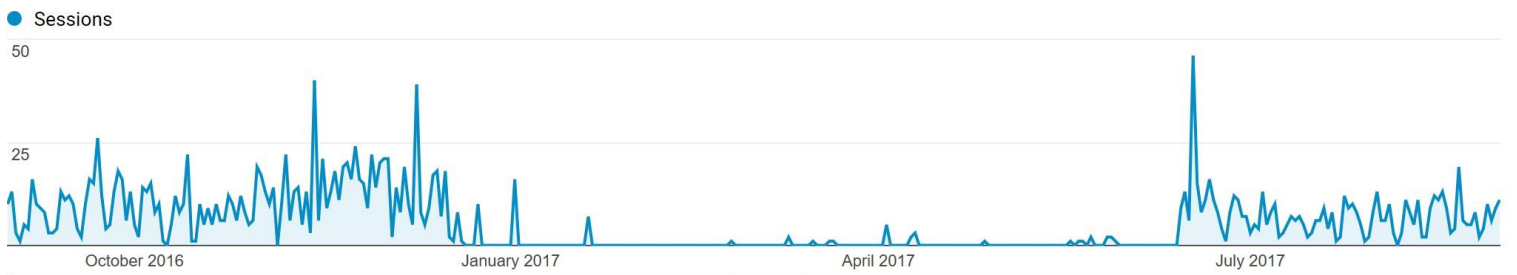


Our Twitter has gained 153 new followers since August last year, raising total follower amount from 1529 to 1682, or 10%.



# Website

Since August of last year we have received **4723** views on our website, which breaks down to an average of **11** views per day. It is important to note that the "flat" area on the graph is during the transition of our website's hosting services to Dreamhost, which resulted in a problem with our analytical software. Due to this, we have a period of unrecorded analytics, so our real view count is actually higher than the accounted for number.



# Endowment Fund

## Marian Zaichkowski Endowment Fund Report

### FUND STATUS REPORT

#### Marian Zaichkowski Endowment Fund

<b>Period</b>	<b>July 2016 - September 2016.</b>	<b>October 2016 - December 2016.</b>	<b>January 2017 - March 2017.</b>	<b>April 2017- June 2017.</b>
Opening Fund Balance	\$310,295.14	\$319,926.45	\$326,836.66	\$334,482.64
Contributions to Fund	\$0.00	\$0.00	\$0.00	\$0.00
Interest, Dividends, Realized Capital Gains (Losses)	\$3,024.58	\$3,027.62	\$4,995.19	\$3,403.93
Unrealized Capital Gains (Losses)	\$7,149.75	\$4,442.46	\$3,222.75	(\$2,552.69)
Administration Fee	(\$543.02)	(\$559.87)	(\$571.96)	(\$585.34)
Disbursements	\$0.00	\$0.00	\$0.00	\$0.00
CLOSING FUND BALANCE	\$319,926.45	\$326,836.66	\$334,482.64	\$334,748.54

**Prepared without Audit**



# LCNB Board

## Executive:

- Brent Melanson, President
- Gregory Gillis, Treasurer
- Deanna Allen, Secretary
- Marilyn Trenholme Counsell, Past President

## Board Members:

- Ivan Augustine, First Nations Education Group Inc.
- Patrick Colford, New Brunswick Federation of Labour (NBFL)
- Carla Hitchcock, Family Resource Centres
- Dr. Pam Whitty, UNB Early Childhood Centre

## Government Representatives:

- Cheryl Miles, Department of Education and Early Childhood Development
- Ella Nason, New Brunswick Public Library Service
- John Otteson, Department of Social Development
- Trish Seely, Department of Education and Early Childhood Development
- Steven Therrien, Department of Post-Secondary Education, Training and Labour

## Honorary Advisors:

- Dennis MacLeod
- Douglas Willms
- Marian Zaichkowski
- Bob Scott

