



Literacy Coalition
of New Brunswick Ltd.



ANNUAL REPORT

2021-2022



Literacy Coalition of New Brunswick

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Message from the President & Executive Director

Brent Melanson, President



This has been another fulfilling year for the Literacy Coalition as we continue our mission to provide leadership to advance literacy, life-long learning, and essential skills for all New Brunswickers through partnerships and collaboration.

Lynda Homer, Executive Director



Our Essential Employability Skills – Health Sector (EES-HS) project, funded by the Government of Canada’s National Essential Skills project, (ESDC) has officially concluded. As testimony to its success, LCNB received the 2020 Canada Life Literacy Innovation Honourable Mention Award for our ESAF project. Presented by ABC Life Canada, the award recognized our ESAF project as a “rare and shining example of an innovative solution to a wide-spread issue”.

After the resounding success of our Essential Skills for Atlantic Fisheries (ESAF) project, we are so pleased that the model transferred seamlessly to the Health Sector. Our ESAF website has been updated to include both projects. We have responded to calls for proposals from ESDC and hope to continue to replicate this proven model in other industries in the coming year.

Over the past year we have been working with educators and families to carry our Family Time Online project. Funded by the Department of Education and Early Childhood Development as well as the Department of Post-Secondary Education, Training and Labour, this exciting project is strengthening online family literacy programming for families of babies and toddlers, from newborns to three years of age.

LCNB also received a grant from the NBIF Adult Literacy Fund to conduct a research study to explore the experiences of program providers and newcomers as they navigate the existing adult learning programs in New Brunswick. This study was completed at the end of March 2022, and we released our report with key findings and recommendations in April.

We continue to recognize and celebrate literacy programs throughout the province with the Dr. Marilyn Trenholme Counsell Literacy Awards. Our Awards were held on April 21st, 2022, via Zoom. We were delighted to honour 7 award winners this year in 6 different categories.

Our 2021 PGI Literacy event was held virtually on November 30th, 2021, with special guests and local talent. There were over 40 attendees, and we raised over \$5,000 for literacy in New Brunswick.

Our first in-person PGI Literacy Dinner and Auction since 2019 was held on October 11th, 2022, raising \$38,000. Thank you to our co-chairs, Bob Scott, and Ashley Counsell, as well as our volunteers and staff for their tireless work in making this event a huge success

As an organization, we deliver ongoing literacy programs to our community. Over the past year, these have included our Adult Learner's Writing Contest, book giveaways, and distribution of our "Let's Learn!" booklets for parents in both official languages and Indigenous languages. We also sponsored two separate Family Literacy Day events, partnered with Science East to celebrate Science Literacy Week and partnered with Gail Francis, Indigenous author, to hold an outdoor Book Walk.

Through our meetings, newsletter, and social media, we share knowledge, information and best practices about literacy which result in better delivery of programs.

I'd like to recognize the incredible efforts from everyone on the Literacy Coalition team over the past year. Thank you to our Executive Director, Lynda Homer, and her dedicated staff: Susan Yarom, Administrative Assistant, Dianne Leger, ESAF project manager, Sherri Deveau, ESAF project coordinator, and Communications Directors, Peter Jewett.

Finally, thank you to our Board of Directors, who generously donate their time and experience to the management of this worthwhile organization. The Literacy Coalition of New Brunswick is committed to fostering and improving literacy in this province and it would not be possible without our partner organizations and individuals like yourselves. We thank all of you for your continuous support.

EVENTS

2021 Virtual PGI Dinner and Auction

Our annual PGI event is our most important fundraiser, which we were unable to hold in 2020 due to Covid. Therefore, we were pleased to hold our first ever virtual PGI celebration on November 30th, 2021 via Zoom, raising \$5,375 for literacy in New Brunswick.

Lynda Homer, LCNB's Executive Director, was the coordinator and local host for the. Rick Mercer was the national host, renowned author Louise Penny gave inspiring remarks and there were fantastic musical performances by Twin Flames, Stephen Fearing, and Ashley Maclsaac. Jordan Trethewey, Fredericton's Poet Laureate, read his poem titled "The Wolastoq River's Council".



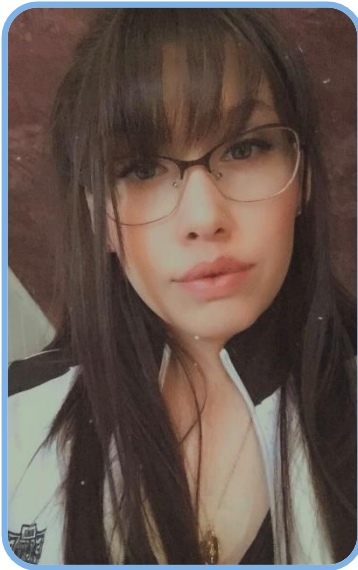
The recipient of the Peter Gzowski Award was Ashley Counsell. This award recognizes Ashley's tireless work and dedication to our PGI events and literacy over the years.

As always, a very special part of the celebration was dedicated to honouring our incredible adult learners. This year's winners were Martin Comeau and Jessica Baillie.

Thank you to all who donated and supported the event including our sponsors: Bringloe Feeney LLP, Chuck Cartmill of LED Roadway Lighting, Plugged-IN CPA, and Passiv Inc.!

2022 Writing Contest Winners

The Literacy Coalition hosted the annual Adult Learner's Writing Contest in February of 2022. We received 25 inspiring submissions from learners all over the province. These submissions were compiled into an e-book that can be found on our website: <https://nbliteracy.ca/wp-content/uploads/2022/04/Adult-Learner-Ebook-2022-final.pdf> The winners of the contest each received a \$100 cheque and framed certificate. As a bonus this year, all of the learners who submitted an essay were entered into a draw to win an iPad! The winner of the draw was Ryan Drost.



"I am very grateful for the opportunities learning and the GED program has helped make possible for me and I look forward to my contribution of making this world a better place through my education."

Britny Gould, 1st place English winner – Bath Adult Learning Centre (WVALA)

« Je vous suggère de penser à revenir au études, car ça peut changer ta vie d'une bonne manière. Tu es capable! Il faut toujours essayer avant de dire que tu n'es pas capable. Tu verras! Cest plus facile que tu penses. Si ça peut changer ma vie, ça peut changer la tienne. »

Amélie Boudreau, 1^{ère} place, français – CCAA Lancaster



"I always try to be positive. I am lucky because my family can grow and we can build a great life in New Brunswick."

Afraa Yako, Runner Up – Fredericton Youth, Adult Learning Program (CVALA)

Dr. Marilyn Trenholme Counsell Literacy Awards 2022

Our annual Dr. Marilyn Trenholme Counsell Literacy Awards ceremony was held on April 21st, 2022, once again on Zoom.

Brent Melanson, President of the LCNB board, and Lynda Homer, Executive Director, were the Masters of Ceremonies. The Honourable Brenda Murphy, Lieutenant Governor, gave the opening remarks in both official languages. Minister of Education and Early Childhood Development, Dominic Cardy, brought greetings from the province and Dr. Marilyn Trenholme Counsell, founder of the awards, spoke about the power of literacy and how important these awards are.

As a special highlight for the winners, a video was put together by LCNB with messages recorded by friends and coworkers to congratulate the winners. This video was presented at the end of the ceremony after the winners accepted their awards. Thank you to everyone who attended this event and who helped make it another successful ceremony!

Our 2022 award winners were:

- Leo LaFleur – Published Author
- Shyla Augustine – Outstanding Effort in Indigenous Literacy
- La pédagogie au service de l'actualisation linguistique préscolaire – Early Childhood Literacy
- Achieve Literacy Greater Saint John – Community Literacy Program
- Paul McAllister and Monster House Publishing – Business Corporate Initiative
- Moriya Boyle – Individual Outstanding Contribution to Literacy
- Mary Ryan – Individual Outstanding Contribution to Literacy



Our award winners, from left to right: Moriya Boyle, Angela Pellerin and Karine Pineault, Roxanne Fairweather (lower center), Mary Ryan, Paul McAllister, Shyla Augustine, Leo LaFleur.

Family Literacy Day 2022

With the pandemic still causing closures, many organizations were unable to hold in person events for Family Literacy Day, which took place on January 27th, 2022. Despite this ongoing challenge, the Literacy Coalition was delighted to be involved in virtual events.

The theme for this year's Family Literacy Day was *Learning in the Great Outdoors*. To celebrate, the Literacy Coalition ran a Facebook contest, challenging families to snap a picture of them enjoying an outdoor activity. There were three winners who each received a \$50 gift card to the bookstore of their choice.

We were also proud to sponsor two Family Literacy Day activities! The Moncton Public Library posted an online storytime and craft video with New Brunswick author and illustrator, Natasha Pilotte. It was posted in both English and French, and was available to watch from January 27th to February 3rd. We were happy to help make this event possible!



Screenshots from Natasha Pilotte's storytime and craft video.



In addition, we were pleased to partner with the Early Childhood Family Resource Centre of Westmorland-Alberta to support them in giving away free literacy day kits to 20 families registered with the center.



Moonbeam Book Walk 2022

In the summer of 2022, LCNB again partnered with local indigenous author, Gail Francis, to promote her book *Moonbeam*. Held at Killarney Lake, the Book Walk featured laminated pages of *Moonbeam* which were hung up around the playground from July 17th to September 30th. Families were encouraged to spend some time outdoors to experience the book and learn about traditional Indigenous naming customs.



On July 17th, a launch was held at Killarney Lake to kick off the event. Gail Francis, Morlan Silliker and Susan Yarom (from LCNB) promoted the Book Walk and handed out water and snacks to families. Members of the public were invited to come by to celebrate the launch!

Celebrating Science Literacy Week 2022

In September, LCNB participated in Science Literacy Week by partnering with Science East. On September 24th, Science East hosted an all-day event with booths and activities for families to check out. The theme for this year's Science Literacy Week was "M is for Mathematics".

The Literacy Coalition set up a display at the event with some fun freebies for families. There were small kits which included: an LCNB bookmark, family literacy "coupon" booklet, crayons, and a fun math crossword. We also held a book giveaway, where families could enter a draw for a chance to win 3 science-related books of their choice.

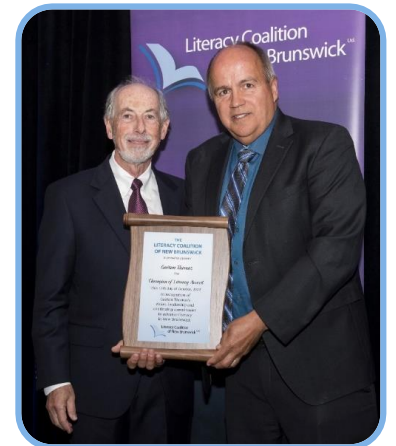


2022 PGI Dinner and Auction

On October 11th, The Literacy Coalition held its gala PGI Literacy Dinner and Auction at the Delta Hotel in Fredericton – the first in-person PGI event since 2019. The event raised \$38,000 for literacy in New Brunswick! A heartfelt thank you to all of our supporters and to our remarkable co-chairs, Ashley Counsell and Bob Scott, for making this possible.



Marshall Button was our Master of Ceremonies and Poet Laureate once again this year. The Champion of Literacy Award was presented to Gaëtan Thomas. During his 38-year career at NB Power, Gaëtan has championed learning activities such as a reading program by Point Lepreau employees, and the “Petits déjeuners de la péninsule acadienne” ensuring that every child gets a breakfast every morning.



The Marian Zaichkowski Award was presented to Drs. David and Imelda Perley for their outstanding dedication to the promotion of Indigenous literacy and culture. The President’s Award was presented to Delta Hotels by Marriot Fredericton and the PGI award went to Gus Mazzuca for his volunteer support and contribution to our PGI events.

A special part of the evening was honouring and hearing from our award-winning adult learners, Afraa Yako, Britny Gould, and Martin Comeau.

While may be the final year for the Peter Gzowski name, the Literacy Coalition looks forward to hosting its Literacy Dinner and Auction, for many years to come.



PROGRAMS

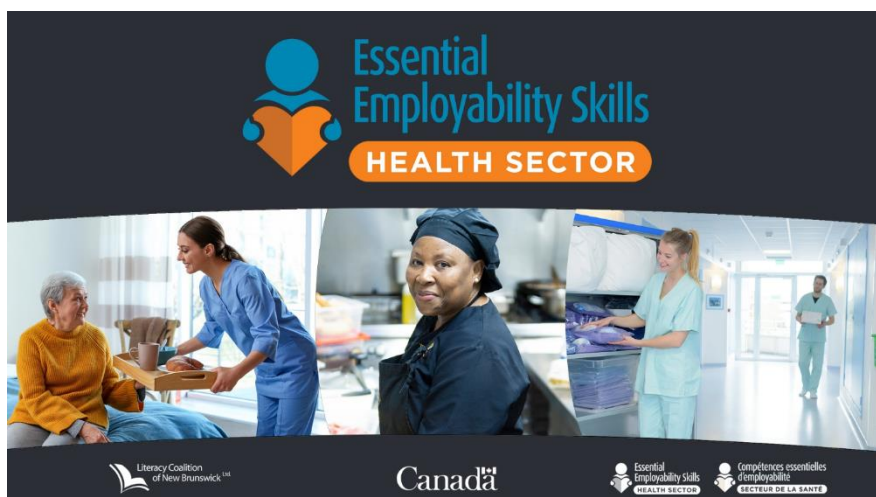
Essential Employability Skills – Health Sector

Funded by the Government of Canada’s National Essential Skills Initiatives program, the Essential Employability Skills – Health Sector project was an extension of the Essential Skills for Atlantic Fisheries (ESAF) project. The project, which ended in the summer of 2022, was led by LCNB in partnership with the Newfoundland and Labrador Laubach Literacy Council and PEI Literacy Alliance. The goal was to train unemployed and underemployed individuals to bring them into the health sector senior care workforce.

A total of 73 participants were selected for both cohorts, 90% of which completed the virtual/classroom training. Over half of these participants then went on to complete the on-the-job training and work placement. 100% of the participants who completed the work placement were then offered full time employment with the pilot site employer. A 3-month follow up survey was conducted which found 65% of the original 73 participants employed. This included participants who left part way through the project because they found employment elsewhere.

We are thrilled by the success of this project! The ESAF website has been updated to include information about both projects here: <https://www.essentialskillsatlantic.ca/>

Finally, a testimonial video has been created with powerful messages from participants, mentors, and employers in all three provinces. Click the video below to watch it!



Testimonials

“Before, I felt expendable. Through the program, I began to feel valued again.” – *Jessica Baillie, Participant, NB*

“I love my job – and I love the residents. This has been so wonderful for me because I now see a bright future.” – *Haley Macintyre, Participant, P.E.I.*

“There is a tremendous staff shortage in healthcare, and I feel this program will provide a positive impact.” – *Trish MacInnis, Training Coordinator, P.E.I.*

“After so many years of not working, I regained my confidence and have a new career that I love! Whenever I think about the program, I say to myself, “I needed this!”” – *Tanya Tulk, Participant, N.L.*

“I would definitely encourage other employers to take part in the program! The participants are eager to learn and are enthusiastic.” – *Sara Trites, Program Mentor, N.B.*

Family Time Online Project

At the end of 2021, the Literacy Coalition launched an exciting new project to strengthen online family literacy programming for families of babies and toddlers, from newborns to three years of age. The main funder for this project is the NB Department of Education and Early Childhood Development, with additional funding from the NB Department of Post-Secondary Education, Training and Labour.



The goal of this project is to document best practices and develop an exemplary practitioners' Guide for providing virtual literacy sessions for families with babies and toddlers. We are working with program providers to connect with families, who will receive free books, laptops, and digital training. Program providers will receive training, personalized mentoring, and the Guide for engaging parents and children online. A "Family Time Online Parent Resource Booklet", which was added later in the project, is also being developed.

The first cohort finished in summer of 2022, with the second cohort finishing in fall of 2022. There were 20 families who participated, in partnership with educators from Family and Early Childhood Anglophone West, Anglophone East, and Anglophone South programs. Some families who previously did not have an internet connection were provided high speed internet. The educators have had the opportunity to test out the practitioners' Guide and offer feedback.



Testimonials

"It was fun to participate in the program with my child. To see her delight and growth through the course of the program was very satisfying."

-PARENT/CAREGIVER

"There were so many learning opportunities in these past six weeks and I am grateful for having the privilege to have participated in such an amazing opportunity."

-PARENT/CAREGIVER

"I opened the boxes; I am not one of the 'people who cry' at touching things in this office. I am overjoyed to the point of tears knowing I can bring these high-quality materials for my family to use together."

-EDUCATOR

"The Steering Committee has been a valuable part of the entire project. The way it was facilitated has helped to feel like everyone is participating rather than being reported to – the conversations were very reciprocal."

-STEERING COMMITTEE MEMBER

Finally, an online workshop was held via Zoom on October 27th, which shared some of the experiences, insights, and promising practices that emerged from the project, and presented the Educators' Guide and Parent Resource Booklet. There were over 50 attendees from across multiple provinces and Early Childhood organizations.



Identifying Barriers Between Language Levels and Adult Literacy Learning

In September 2021, LCNB partnered with Wendy Kraglund-Gauthier of Yorkville University to conduct an adult literacy project, funded by the NB Innovation Fund and NB Social Policy Research network. The project identified the barriers to accessing literacy learning programs that adults, (including newcomers), experience in terms of access and engagement, program relevance, and delivery methods. This inquiry deepened the understanding of the contexts in which organizations and service providers design and deliver adult literacy programs and provided insights from learners who access those programs.

Questionnaires were sent to two different groups: front line workers and administrators. There were six focus group sessions, one with administrators/instructors and one with adult learners.

In June 2022, LCNB released a report presenting the key findings from the study and eight recommendations to reduce barriers between language levels and adult literacy learning. The report can be read here: <https://nbliteracy.ca/wp-content/uploads/2022/06/Final-Report-June-2.pdf>

SOCIAL MEDIA IMPACT REPORT

Facebook

Total Page Likes: 1,821



As of August 23rd, 2022, our Facebook page has a total of **1,821** likes, an increase of **69** likes from last year's AGM report. In the two previous AGM reports our Facebook page saw a yearly increase in page likes of 97 and 80, respectively. We also have 2,062 page followers, meaning we have 241 followers who have not liked our page.

Post Reach

The number of people who saw any of your posts at least once. This metric is estimated.



Post reach is the estimated number of people who have seen a post from LCNB at least once. On average this year, our posts were seen by **241** people, compared to 252 people per post in 2020-21 and 220 people in 2019-20. Our most popular organic posts received up to **1,053** views and our most popular paid posts received up to **3,294** views.

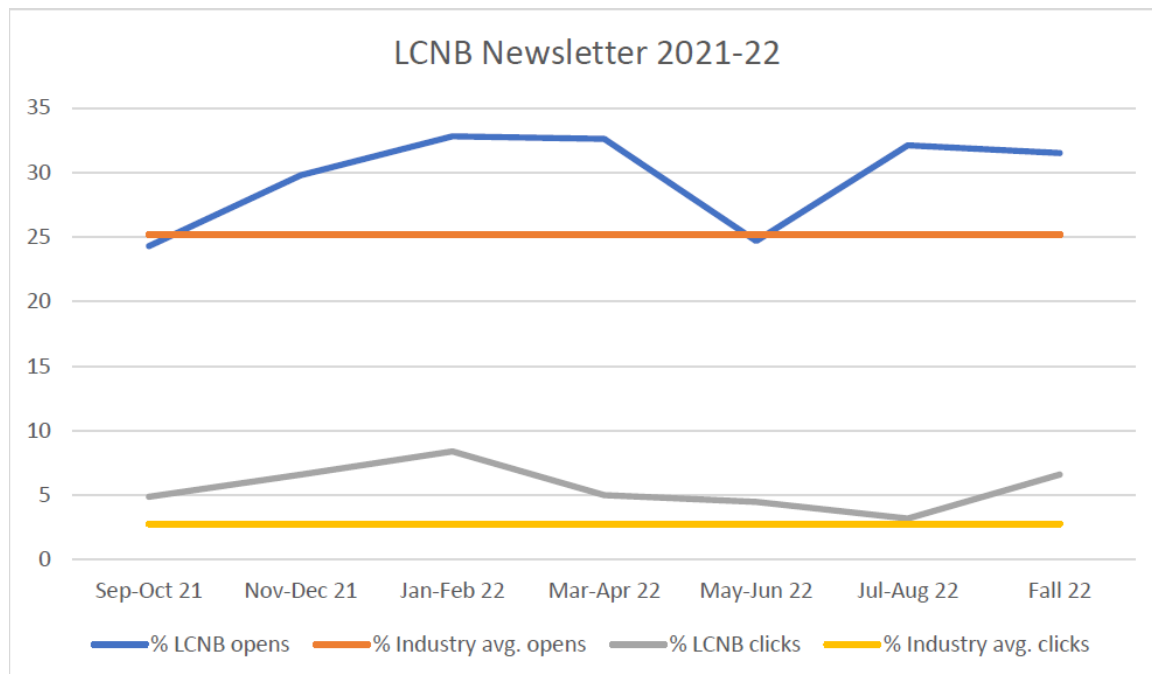
Twitter



Tracking growth on Twitter is difficult because it only shows metrics from the previous 28 days. However, we have seen encouraging growth over the past month, adding six followers and seeing our total Tweet impressions grow by 44.5% to 1,407.

In 2021-22, our Twitter profile gained 24 followers, growing from 1,774 followers to 1,798 followers. In November, however, we have seen a sudden loss of followers on Twitter. We are not alone among other brands and accounts in seeing this mass loss of followers. Since Twitter has seen a change of management, many people have chosen to delete their accounts, and inactive accounts have been removed. We have gained back some followers since to put the current total at 1,786.

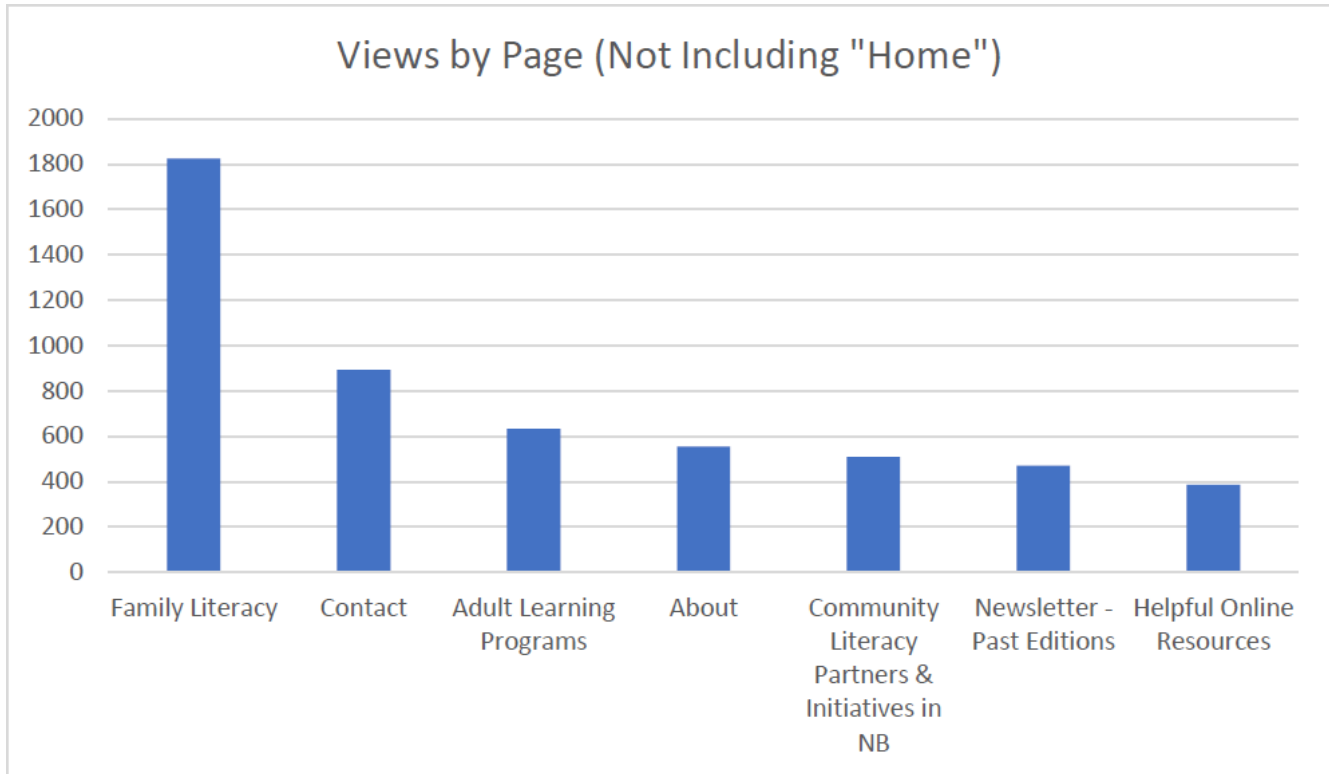
Newsletter



Following changes to our newsletter's design and settings, we have seen impressive numbers compared to MailChimp's industry averages. In 2021-22, our average newsletter open rate was 29.7%, compared to 18.2% and 23.5% in 2020-21 and 2019-20, respectively.

Additionally, our average newsletter click rate in 2021-22 was 5.6%, compared to 3.6% and 3.3% in 2020-21 and 2019-20, respectively. LCNB is consistently rating higher against other MailChimp non-profit newsletters. Our newsletter currently has 535 total subscribers.

Website



This year, our website had **9,413** visits, compared to 11,604 and 8,614 in the two previous years. The most popular pages were the “Home” page and the “Family Literacy” page, which both received over 300 visits per month.

83% of people visiting our website were doing so from Canada, followed by 11% from the United States.

75% of visitors accessed our website from a desktop computer, and 23% were using a mobile phone.

Impact Summary

Materials Distribution	Quantity
Books for Parents/Children/Families	310
Family Literacy Coupon Booklets & Bookmarks	50
Family Time Online Materials (non-books)	430
Let's Learn!/"Aprennons Ensembles!" Booklet - Parent's Guide to Early Literacy Development	600
Science East Kits	20
Grants Distributed	Quantity
Number of Grants	2
Number of Families, Children & Learners Benefited	500
Media Awareness	
Media Releases <ul style="list-style-type: none"> • Virtual PGI 2021 • Dr. Marilyn Trenholme Counsell Literacy Awards 2022 • Family Literacy Day Celebration • Essential Employability Skills – Health Sector Project Concluded • PGI Literacy Dinner and Auction 2022 	

EVENTS AND PROJECTS		
	# Participants	Organizations Contacted
Essential Employability Skills – Health Sector <ul style="list-style-type: none"> • Adult Learners/participants • Employers/Employees/Employer Groups • Community Stakeholders • Government 	73 20 45 12	100
Family Literacies Online <ul style="list-style-type: none"> • Families • Educators • Community Stakeholders 	20 64 15	30
Identifying Barriers Between Language Levels and Adult Literacy Learning	66	25
PGI Literacy Dinner (2)	225	30
Dr. Marilyn Trenholme Counsell awards	50	
Moonbeam Book Walk	150	2
Learners		
Learn Line Calls from Adult Learners	25	6
Essential Employability Skills – Health Sector	103	30
Adult Learners Essay Contest participants	25	35

Marian Zaichowski Endowment Fund

FUND STATUS REPORT

Marian Zaichkowski Endowment Fund

Period	July 2021 - September 2021.	October 2021 - December 2021.	January 2022 - March 2022.	April 2022- June 2022.
Opening Fund Balance	\$425,678.00	\$433,688.39	\$451,808.72	\$451,183.51
Contributions to Fund	\$0.00	\$0.00	\$0.00	\$0.00
Interest, Dividends, Realized Capital Gains (Losses)	\$3,211.21	\$4,515.44	\$8,246.25	\$5,361.04
Unrealized Capital Gains (Losses)	\$5,544.12	\$14,363.85	(\$8,080.80)	(\$37,883.23)
Administration Fee	(\$744.94)	(\$758.96)	(\$790.66)	(\$789.57)
Disbursements	\$0.00	\$0.00	\$0.00	\$0.00
CLOSING FUND BALANCE	\$433,688.39	\$451,808.72	\$451,183.51	\$417,871.75

Prepared without Audit

LCNB Board of Directors

Executive:

- Brent Melanson, President
- Gregory Gillis, Treasurer
- Marilyn Trenholme Counsell, Past President
- Cheryl Miles, Secretary

Board Members:

- Ivan Augustine, Director of Education: Elsipogtog First Nation
- Christopher Watson, New Brunswick Federation of Labour (NBFL)
- Johnny St-Onge, Frontier College
- Valerie Blyth, New Brunswick Association of Family Resource Centres
- Dr. Pam Whitty, UNB Early Childhood Centre
- Carol Cottrill, Laubach Literacy NB
- Patricia Seely, Born to Read
- Ginny Hooper, Saint John Learning Exchange
- Anthazia Kadir, Community Volunteer
- Bob Stranach, Community Adult Literacy Network (CALNET)
- Bob Scott, PGI Chair

Government Representatives:

- Denise LaBrie, Post-Secondary Education, Training and Labour
- Kate Thompson, New Brunswick Public Library Service
- Cheryl Brown, Education and Early Childhood Development

LCNB Staff



Lynda Homer
Executive Director



Susan Yarom
Administrative Assistant



Dianne Léger
Project Manager – ESAF & EES-HS
(2018-2022)



Sherri Deveau
Project Coordinator – ESAF & EES-HS
(2018-2022)



Peter Jewett
Communications Director
(May 2020 – Present)