



Literacy Coalition
of New Brunswick Ltd.



ANNUAL REPORT

2022-2023



Literacy Coalition of New Brunswick

212 QUEEN STREET, SUITE 303, FREDERICTON, NB, E3B 1A8

Tel: 506-457-1227 | Toll Free: 1-800-563-2211

Email: lcnb@nbliteracy.ca | Website: <https://nbliteracy.ca>

Table of Contents

Message from the President & Executive Director	2
EVENTS	4
Family Literacy Day 2023.....	4
2023 Writing Contest Winners.....	5
Dr. Marilyn Trenholme Counsell Literacy Awards 2023 – 25 th Anniversary	6
PROJECTS.....	8
Family Time Online Wins Honourable Mention - ABC Life Literacy Innovation Award	8
Literacy Champions Network	9
SOCIAL MEDIA IMPACT REPORT	10
Facebook	10
Twitter	11
Newsletter	12
Website	13
Impact Summary	14
MARIAN ZAICHOWSKI ENDOWMENT FUND	15
LCNB BOARD OF DIRECTORS	16
LCNB STAFF	17

Message from the President & Executive Director

Brent Melanson, President



The mission of the Literacy Coalition is to provide leadership to advance literacy, life-long learning, and essential skills for all New Brunswickers through partnerships and collaboration with others.

Lynda Homer, Executive Director



As an organization, we continue to deliver literacy programs to communities across the province. Over the past year, these have included our annual 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 have donated books and Chromebooks to newcomer Ukrainian families with the help of the Multicultural Association of Fredericton as part of our Family Literacy Day celebrations. We have also maintained our Referral Service – Free Learn Line and our Essential Skills for Atlantic Fisheries and the Health Sector website to share information and materials developed in both official languages.

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

This year was the 25th anniversary of our Dr. Marilyn Counsell Literacy Awards, which we held in person for the first time since 2019. The Awards took place on October 3rd, 2023, at the Old Government House in Fredericton. It was truly a special evening, and we were pleased to recognize seven remarkable individuals and organizations who have made exceptional contributions to literacy.

We were delighted to win an Honourable Mention Innovation Award from ABC Life Literacy for our Family Time (Family Literacies) Online program. The award recognizes organizations that develop innovative literacy programs in communities across Canada. We are very grateful to be recognized by this prestigious national organization.

After many years, our annual Gala Literacy Dinner and Auction will no longer be held under the PGI name, since the Peter Gzowski Foundation for Literacy has ended its affiliation with literacy groups. However, we will continue to host our major fund raiser and annual event, keeping the legacy of Peter Gzowski alive. Our next Gala Literacy Dinner and auction will be held in May of 2024, so be sure to keep an eye out for more details coming soon.

We are grateful to the Peter Gzowski Foundation for Literacy (PGFL) for all of their support, and for the opportunity to connect with fellow literacy organizations across the country over the years. It

was this connection that drove the creation of the Literacy Champions Network, a group of literacy focused organizations with a shared commitment to improving literacy rates and advocacy for increased literacy support. We are proud to be a part of this new Canada-wide network!

We have met with the Minister of Education and Early Childhood Development to discuss potential partnerships. Our Executive Director has submitted several promising proposals for projects to benefit early childhood, family, youth and adult literacy in New Brunswick. We look forward to receiving a positive response from these proposals in the new year.

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, 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

Family Literacy Day 2023

The theme for this year's Family Literacy Day, taking place on January 27th, 2023, was *Celebrate Your Heritage*. The Literacy Coalition was thrilled to be able to partner with another local organization to make this year's event truly special.

To celebrate, we partnered with the Multicultural Association of Fredericton (MCAF) to bring books to Ukrainian newcomer families. We created personalized gift bags for children of these families to help welcome them to New Brunswick. These gift bags included some wonderful books, a bookmark, and an LCNB *Let's Learn!* booklet. Additionally, we donated two brand new Chromebooks to two vulnerable families. We were delighted to be able to work with MCAF to help these newcomers as they settled in to Fredericton!



We also created an interview question sheet to help children learn about the heritage of their older family members. You can see the interview sheet on our website here: <https://nbliteracy.ca/wp-content/uploads/2023/01/Family-Literacy-Day-2023-Interview-sheet-LCNB.pdf>

2023 Writing Contest Winners

The Literacy Coalition hosted the annual Adult Learner's Writing Contest in February of 2023. We received 34 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/2023/04/Adult-Learner-ebook-2023-final-1.pdf> The winners of the contest each received a \$100 cheque and framed certificate, with the runner up receiving \$50 and a framed certificate. All of the learners who submitted an essay were entered into a draw to win an iPad! The winner of the draw was Madison Degen!



"Attending the program gave me even more confidence. [...] If not for my desire to learn, I would not be this far today."

Lindsay Herrera, 1st place English winner – Restigouche Adult Learning Inc. (CALP)

« Le plus important pour moi aujourd'hui est d'être heureuse et d'aimer mon travail pour me sentir enfin épanouie. »

Lynda Recine Boissy, 1^{ère} place, français – Charlotte County Adult Learning (CALP)



"I can genuinely say that this experience has made me a better father, mentor and all around better member of the community."

Chris Lozier, Runner up – Woodstock Adult Learning Center (WVALA)



Dr. Marilyn Trenholme Counsell Literacy Awards 2023 – 25th Anniversary

Our annual Dr. Marilyn Trenholme Counsell Literacy Awards ceremony was held on October 3rd at the Old Government House in Fredericton. We were delighted to have our first in person ceremony since 2019 and to celebrate the 25th anniversary of these awards!

Lynda Homer, LCNB Executive Director, was Master of Ceremonies for the event. The Honourable Brenda Murphy, Lieutenant Governor, gave the opening remarks. Minister of Education, Bill Hogan, brought greetings from the province. Finally, Dr. Marilyn Trenholme Counsell gave the closing remarks.

Brent Melanson, LCNB President, and Her Honour presented the awards to the recipients.

Our 2023 award winners were:

- **Julia Stewart, Fredericton Public Library** – Community Literacy Program
- **Patsy McKinney** – Outstanding Effort in Indigenous Literacy
- **Janet North, Westminster Books** – Business/Corporate Literacy Initiative
- **Lily Van Beek** – Individual Outstanding Contribution to Literacy
- **Marshall Button** – Individual Outstanding Contribution to Literacy
- **Dave Lawrence** – Published Author
- **Peter Clark** – Published Author

Thank you to everyone who attended the ceremony to celebrate this incredible milestone!

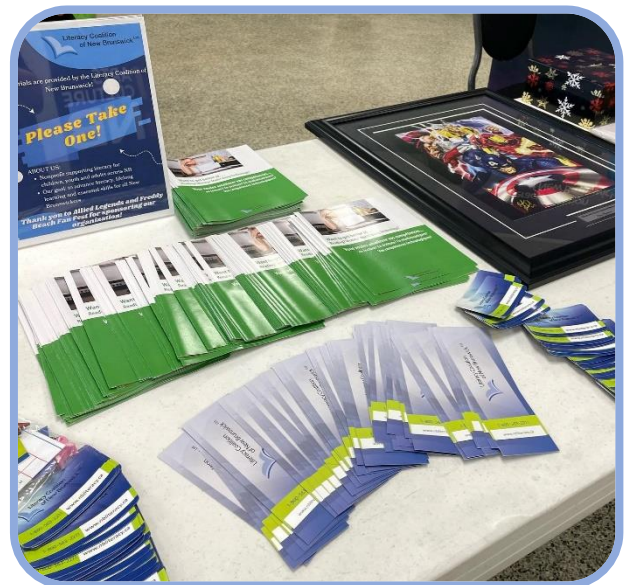


Freddy Beach Fan Fest

This past summer, LCNB was invited to Freddy Beach Fan Fest, a convention celebrating art and literature in the form of comics run by [Allied Legends](#). They are a nonprofit who aims to connect amateur artists with professionals and the general public. LCNB was chosen as the charity of choice for the event, with proceeds from their silent auction and a portion of ticket sales donated to LCNB!



The event featured special guests like Muppets creator Guy Gilchrist, comic book artist Tom Grummett, and Canadian fantasy author Cloey Kinney. There were vendors, artists, and activities for the whole family.



The item for the silent auction was a print of notable comic book superheroes autographed by Hugh Rookwood and was donated by Dennis Financial. \$100 was raised through the auction and donated to LCNB!

\$360 was donated by Allied Legends from their ticket sales, making the total donated amount **\$460!** A huge thank you to both Allied Legends and Dennis Financial for this amazing donation to LCNB!

We were so grateful to be the recipient of Freddy Beach Fan Fest's donation as they celebrated the joys of literacy through comics and art. Be sure to follow Allied Legends for news about their 2024 convention!

PROJECTS

Family Time Online Wins Honourable Mention - ABC Life Literacy Innovation Award

In summer of 2023, our Family Time Online project won an honourable mention for the Canada Life Literacy Innovation Award, presented by ABC Life Literacy Canada. This award recognizes organizations that develop and implement innovative adult literacy skills programs in communities across Canada.

Designed to build capacity for early childhood educators' and families' engagement in virtual literacy sessions, the program provides online family literacy sessions, free literacy kits and technology for participants. This innovative program includes a strengthened adult component for family programs which have traditionally focused primarily on children's literacy.

The Family Time Online Project was funded by the Department of Education and Early Childhood Development and Post Secondary Education Training and Labour. It has been carried out in collaboration with the University of New Brunswick Early Childhood Centre, and a wide range of early childhood service providers, educators, families, government, and community literacy groups. Learn more about our project on our website by clicking here: <https://nbliteracy.ca/family-time-online/>



The award was presented in a virtual ceremony on October 5th. You can watch the recording here: <https://abclifelifiteracy.ca/lia-closed/>

Thank you to ABC Life Literacy for recognizing our wonderful project!

Literacy Champions Network

The Literacy Champions Network is a group of literacy organizations across the country that were previously affiliated with the Peter Gzowski Foundation for Literacy (PGFL). This network is made up of organizations who have come together with the common goal of supporting literacy programming in their communities. In 2022, the PGFL made the decision to transition from supporting fundraising events to providing grants to literacy organizations. However, the relationships created over the years among the provincial and territorial literacy organizations remained strong and valuable.

Recognizing the enduring connections and collaborative spirit forged through the support of the PGFL foundation and the invaluable work it accomplished, in 2023, literacy organizations from across the country came together as the Literacy Champions Network. We collaborate on initiatives, share resources, and leverage our collective expertise to make a lasting impact in promoting literacy from coast to coast to coast.

LCNB is proud to be a member of this invaluable network! Read more about the Literacy Champions Network and ways to support literacy in your community by clicking here:

<https://nbliteracy.ca/literacy-champions-network/>



In September, each organization ran social media campaigns leading up to International Literacy Day on September 8th. Each post contained inspiring messaging about literacy and highlighted the work each organization is doing.

SOCIAL MEDIA IMPACT REPORT

Facebook

Facebook Page likes ⓘ

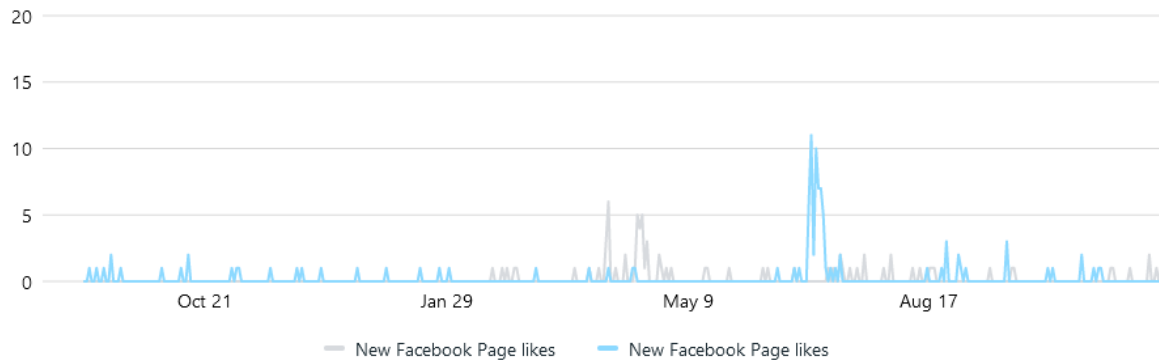
2,007

Facebook followers ⓘ

2,088

New Facebook Page likes ⓘ

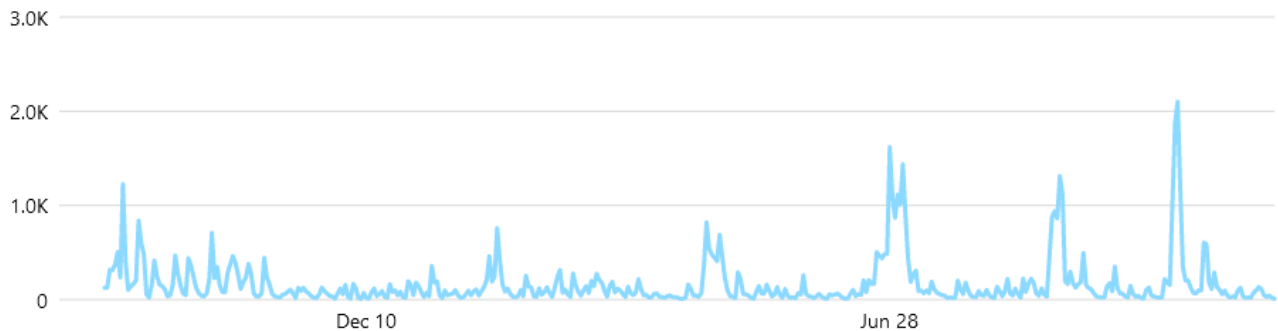
102 ↑ 36%



As of Nov. 22, 2023, our Facebook page has a total of **2,007** likes. This is an increase of **186** likes since last year's report, a significant jump. In the three previous AGM reports, our Facebook page saw yearly increases of 69, 97 and 80 likes, respectively. We also have 2,088 followers, meaning we have 81 followers who have not liked our page.

Facebook reach ⓘ

30,159 ↓ 0.6%



Post reach is the estimated number of people who have seen a post from LCNB at least once. This year, our Facebook posts reached **30,159** unique users, which is about the same as the previous year.

Facebook visits ⓘ

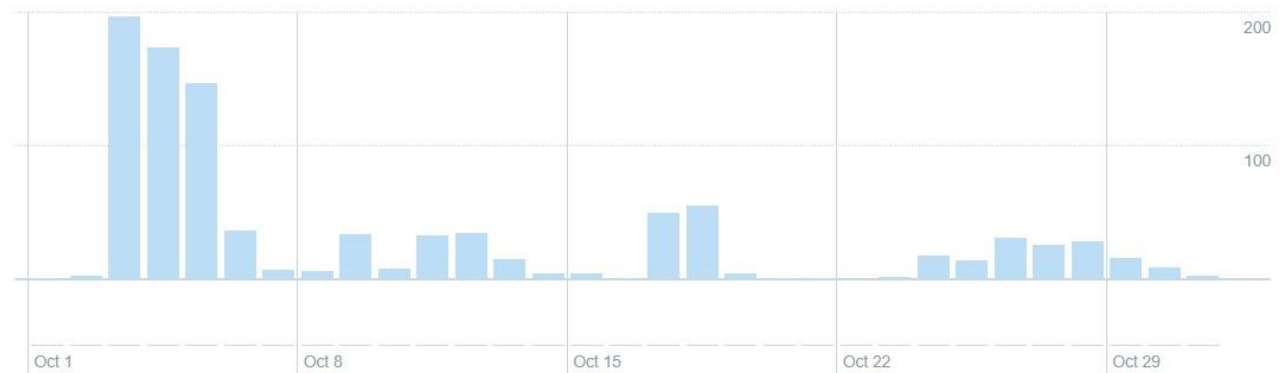
3,188 ↑ 402.8%



This year, our Facebook page was viewed by **3,188** unique users, which is a large increase from the previous year. This can be attributed to the Dr. Marilyn Trenholme Council Literacy Awards and our social media strategy around the event, as well as increased traffic from the Literacy Champions Network campaign.

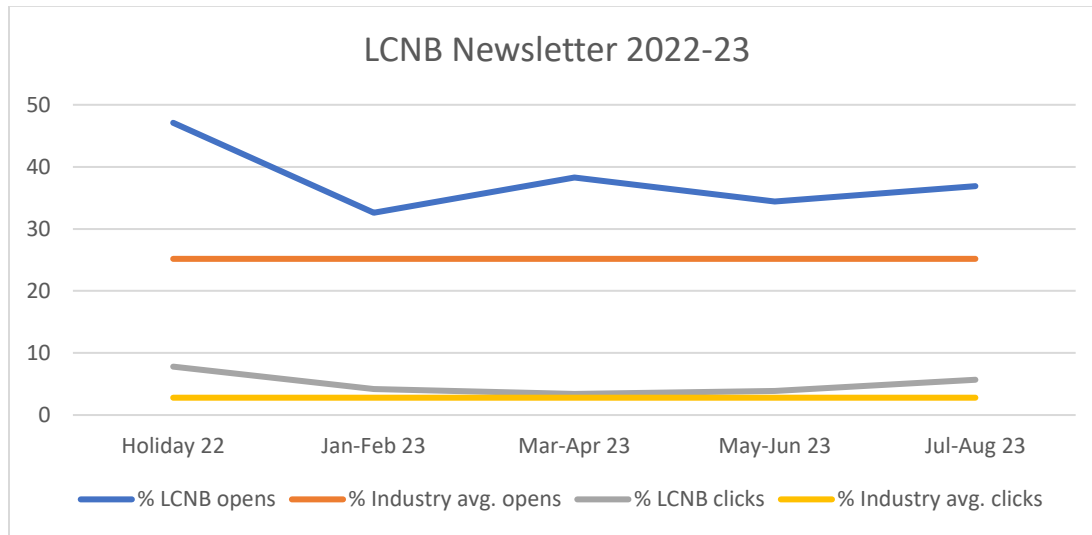
Twitter

Your Tweets earned **961 impressions** over this **31 day** period



Twitter continues to be a highly volatile space in terms of engagement. Since last year, Twitter has removed some metrics, so we're unable to track analytics as we have previously. On Twitter, we have **1,763** total followers, which is a decrease of **11** from last year's AGM report. Growth on Twitter continues to be difficult, but we continue to adapt our Facebook content for Twitter. Twitter has lost over 30 million users since 2022. This can be attributed to frustrated users leaving the platform and management clamping down on fake accounts.

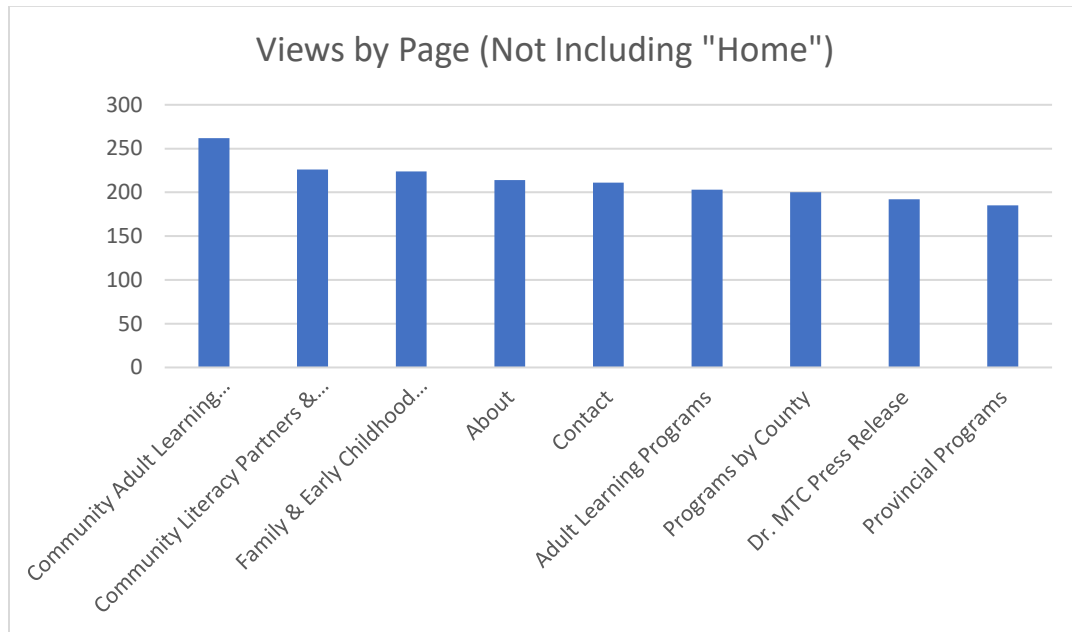
Newsletter



Our newsletter continues to have impressive traction. Our open rate has climbed to **35.6%** this year from 29.7% in 2022. This jump doesn't include our Holiday 2023 email blast, which was opened by **47.1%** of subscribers. In 2020-21 our open rate was 18.2% and in 2019-20 it was 23.5%. MailChimp's industry average open rate is 25.2%.

Our newsletter click rate has dropped to **4.3%** from 5.6% in 2022. However, 2022 was a bit of an outlier, as our open rates in 2020-21 and 2019-20 were 3.6% and 3.3%, respectively. We are still comfortably above the industry average of 2.8%, and we'll still strive to find the most engaging content for our user base. Our newsletter currently has **551** total subscribers, up 16 from last year's report.

Website



So far this year, our website has **8,378** views, compared to 9,413, 11,604 and 8,614 in the three years prior. Keep in mind that the 2023 number doesn't include November and December yet. The most popular page is the "Home" page, which has had 2,742 views so far in 2023.

87% of people visiting our website are from Canada.

69% of visitors accessed our website from a desktop computer, and 28% were using a mobile phone.

Impact Summary

Materials Distribution	Quantity
Books for Parents/Children/Families	100
Family Literacy Coupon Booklets & Bookmarks	50
Chromebooks	2
Let's Learn!/"Aprennon's Ensembles!" Booklet - Parent's Guide to Early Literacy Development	7,875
Promotional kits	15
Media Awareness	
Media Releases <ul style="list-style-type: none"> • Family Literacy Day Celebration • Summer Reading Contest 2023 • Literacy Champions Network • Family Time Online Wins Honorable Mention from ABC Life Literacy • Dr. Marilyn Trenholme Counsell Literacy Awards 2023 	

EVENTS AND PROJECTS		
	# Participants	Organizations Contacted
Family Literacy Day	50	1
Dr. Marilyn Trenholme Counsell awards	60	
Summer Reading Contest 2023	70	
Learners		
Adult Learners Essay Contest participants	33	45

Grants Distributed

This year was a year of transition, and our annual Gala Literacy Dinner and Auction will no longer be held under the PGI name, since the Peter Gzowski Foundation for Literacy has ended its affiliation with literacy groups. However, we will continue to host our major fund raiser and annual event, keeping the legacy of Peter Gzowski alive. We are looking forward to 2024 where we'll be hosting them again.

MARIAN ZAICHOWSKI ENDOWMENT FUND

Fredericton Community Foundation Inc.
Fund Income Summary Jan 01, 2023 to Mar 31, 2023

<u>Account Name</u>	<u>Revenue</u>	<u>Expense</u>
MF-Literacy Coalition		
Opening Balance	319,587.54	
Interest & Dividends	3,236.45	
Realized Gains/Losses	1,225.43	
Unrealized Gains/Losses	5,631.01	
Contributions	0.00	
Withdrawals		0.00
RBC Management Fees-Endowment		423.01
Admin Fees-FCF		559.28
	<u>10,092.89</u>	<u>982.29</u>
Closing Balance	328,698.14	

Fredericton Community Foundation Inc.
Fund Income Summary Jul 01, 2022 to Mar 31, 2023

<u>Account Name</u>	<u>Revenue</u>	<u>Expense</u>
MF-Literacy Coalition		
Opening balance	417,869.08	
Interest & Dividends	9,709.55	
Realized Gains/Losses	280.33	
Unrealized Gains/Losses	4,070.99	
Contributions	0.00	
Withdrawals		100,000.00
RBC Management Fees-Endowment		1,399.95
Admin Fees-FCF		1,831.86
	<u>14,060.87</u>	<u>103,231.81</u>
Closing Balance	328,698.14	

LCNB BOARD OF DIRECTORS

Executive:

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

Board Members:

- Ivan Augustine, Director of Education: Elsipogtog First Nation
- Christopher Watson, New Brunswick Federation of Labour (NBFL)
- Johnny St-Onge, United for Literacy
- 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
- Bob Stranach, Community Adult Literacy Network (CALNET)
- Bob Scott, PGI Chair
- Nicole Poirier, NB Power
- Erin Pelerine, Horizon Health Foundation

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



Peter Jewett
Communications Director
(May 2020 – Present)