



Literacy Coalition
of New Brunswick^{Ltd.}



ANNUAL REPORT

2023 - 2024



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>



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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



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

In January we were thrilled to receive approval for our exciting new project entitled Talking, Singing, Reading...Everyone, Everywhere!". With this project, we are working with the Department of Education and Early Childhood Development (EECD) to provide in depth literacy training to early childhood educators across the province who are becoming early literacy mentors for other educators in their facility. The Literacy Coalition has been awarded a \$1.26 million grant from the Waltons Trust Foundation to partner with EECD in implementing this impactful project.

We were also pleased to receive a grant from the Department of Education and Early Childhood Development allowing us to translate our "Let's Learn!" booklets in Arabic and Ukrainian. We are now offering this valuable resource in those languages as well as both official languages and our Indigenous languages.

We continue to recognize and celebrate literacy programs and individuals with the Dr. Marilyn Trenholme Counsell Awards. In June we held our well attended Dr. Marilyn Trenholme Counsell Literacy Awards ceremony at Government House in Fredericton, where we celebrated six outstanding award recipients from across the province who have made significant contributions to literacy.

Our major fund raiser, the Literacy Gala Dinner and Auction will take place on May 6th, 2025, at the Delta Marriott Hotel in Fredericton. We are looking forward to once again celebrating the amazing work of our Literacy Champions and shining a much-deserved spotlight on incredible adult learners. Stay tuned for more details coming soon.

As an organization, we continue to support families, children, and adult learners across the province. Over the past year, these have included our annual Adult Learner's Writing Contest, book donations, celebration of Family literacy Day, and International Book Giving Day and distribution of our "Let's Learn!" literacy booklets for parents of young children. We continue to maintain our Referral Service – Free Learn Line and our Essential Skills website to share

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

LCNB is proud to continue our work with the Literacy Champions Network, formed as a result of the shared passion of the twelve literacy organizations previously affiliated with [the Peter Gzowski Foundation for Literacy](#). We once again participated in an inspiring social media campaign in September leading up to International Literacy Day, where we highlighted the amazing work done by organizations from coast to coast.

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 meeting with the new government Ministers to discuss potential partnerships and 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, for her exceptional leadership and commitment. Thanks also to her remarkable staff: Susan Yarom, Administrative Assistant, Dianne Léger, Project Coordinator, and Communications Directors, Peter Jewett and Memory Gajurel, who joined us this past May. The difference you make through your hard work and dedication is truly remarkable.

Thank you to our Board of Directors, who generously donate their time and experience to the management of this worthwhile organization and to our amazing volunteers and donors. 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.

EVENTS

Family Literacy Day 2024

2024 marked the 25th anniversary of Family Literacy Day! Taking place on January 27th, 2024, the theme for this year was “Let’s have a family party”.

To celebrate, LCNB held a special contest on our Facebook page: a giveaway for 3 gift cards to the bookstore of the winner’s choice. The first place prize was \$50, with two \$25 runner ups.

There were three ways to enter the contest: participants could take a photo of their family enjoying a family party, register for ABC Life Literacy’s webinar with Barbara Reid, or comment on our Facebook post with their favourite family board game. We had over 60 participants enter the contest!

Our first place winner was Joshua Bojakra, who won the \$50 gift card. Our runner ups, each winning a \$25 gift card, were Julie Kaniak and Franch Hach. THANK YOU to everyone who participated!

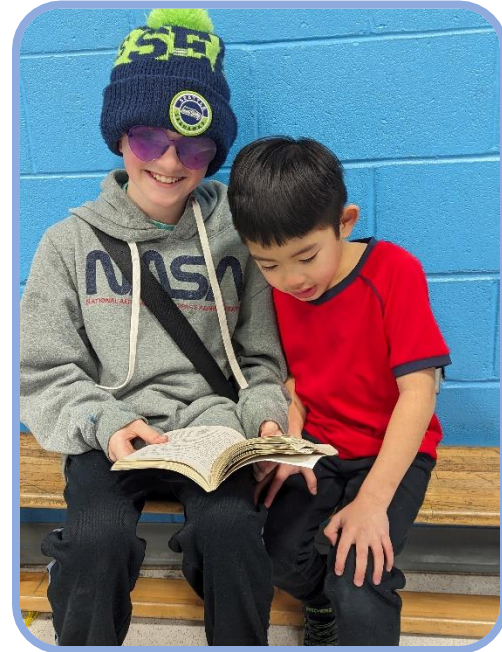


International Book Giving Day

February 14th was not only Valentine's Day – it was also International Book Giving Day! To celebrate, LCNB partnered with the Boys and Girls Club Greater Fredericton to give away some wonderful children's books to the kids who take part in their programs. Additionally, we provided a fun Valentine's Day themed *I Spy* activity to go along with the books.



From left to right: Sarah Bishop, BGC Program Manager; Lisa Roy, BGC Senior Program Director; Lynda Homer, LCNB Executive Director; Karen MacAlpine, BGC Executive



2024 Writing Contest Winners

The Literacy Coalition hosted the annual Adult Learner's Writing Contest in February of 2024. We received 25 amazing submissions from learners across the province. These submissions were compiled into an e-book that can be found on our website: <https://nbliteracy.ca/wp-content/uploads/2024/04/Adult-Learner-ebook-2024-final-final.pdf> The winner of the contest received a \$150 prize, with the runner up receiving \$75; they will be receiving their framed certificate at our upcoming Literacy Dinner and Auction in the fall.



“With the help from some amazing people, I was accepted into a Learning program through Working NB. Now I could put all my focus into my studies.

This is why learning programs are so important. It gave me another chance at pursuing dreams that I thought were long gone.”

Terrance Clow, 1st place winner – South East Adult Education Shediac

“This program has taught me to say I can instead of I CAN'T! It took me years to accomplish a lot of things, but as I write this, I know I am making my grandson proud and he is the reason I took this step to bettering our future.”

Michelle Rideout, Runner up – Woodstock Adult Learning Center (WVALA)



Dr. Marilyn Trenholme Counsell Literacy Awards 2024

Our annual Dr. Marilyn Trenholme Counsell Literacy Awards ceremony was held on June 11th at the Old Government House in Fredericton.

Lynda Homer, LCNB Executive Director, was Master of Ceremonies for the event. The Honourable Brenda Murphy, Lieutenant Governor, gave the opening remarks. Ashley Counsell brought greetings for Dr. Trenholme Counsell. Deputy Minister of Education and Early Childhood Development, Ryan Donaghy, brought greetings on behalf of the province.

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

Our 2024 award winners were:

- **The Owens Art Gallery** – Community Literacy Program
- **Central Valley Adult Learning Association** – Community Literacy Program
- **Myriam Raiche Landry** – Alphabétisation de la petite enfance
- **Roseanne Clark** – Outstanding Effort in Indigenous Literacy
- **Jeff Somers** – Publish Author
- **Sally Armstrong** – Individual Outstanding Contribution to Literacy

Thank you to everyone who attended this wonderful event!



LCNB's Literacy Gala Dinner and Auction

The Literacy Coalition will be holding its annual Literacy Gala Dinner and Auction at the Delta Hotel in Fredericton on May 6th, 2025. We look forward to seeing everyone there!



Photo by Stephen MacGillivray Photography & Video

Projects

Talking, Singing, Reading...Everyone, Everywhere!

In January of 2024, LCNB received approval for a new 4-year project: “Talking, Singing, Reading Everyone, Everywhere!”. The Literacy Coalition was thrilled to receive a grant of \$1.26 million from Walton’s Trust Foundation over 4 years to work in collaboration with the Department of Education and Early Childhood Development (EECD) to carry out this project. Working in partnership with EECD, we are providing in depth literacy training to early childhood educators across the province who are becoming early literacy mentors for other educators in their facilities. This project will see 400 early childhood educators trained across the province over the next 4 years. It will enhance their skills, abilities and confidence in Storytelling, Singing and Reading Aloud. These early literacy practices are foundational for setting children on a trajectory to become confident readers by the time they reach third grade, which is an important milestone on the pathway toward success in school and life.

In the first year, educators will participate in 2-day components in Saint John, Fredericton, Miramichi, and Moncton. The first component on Storytelling is led by Joanne LeBlanc-Haley. These sessions explore the theory and resulting practices centering on oral language development through storytelling and related arts.

The second component on “Reading Aloud” is led by Dr. Sherry Rose and Dr. Kim Stewart.



Literacy Champions Network 2024

Last year, LCNB joined the Literacy Champions Network, 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. Read more about the Literacy Champions Network and ways to support literacy in your community by clicking here: <https://nbliteracy.ca/literacy-champions-network/>

LCNB once again participated in a social media campaign leading up to International Literacy Day on September 8th. Each post contained inspiring messaging about literacy and highlighted the work each organization is doing.

The Literacy Champions Network



Learn more about us »»

Let's Learn Arabic and Ukrainian Translations

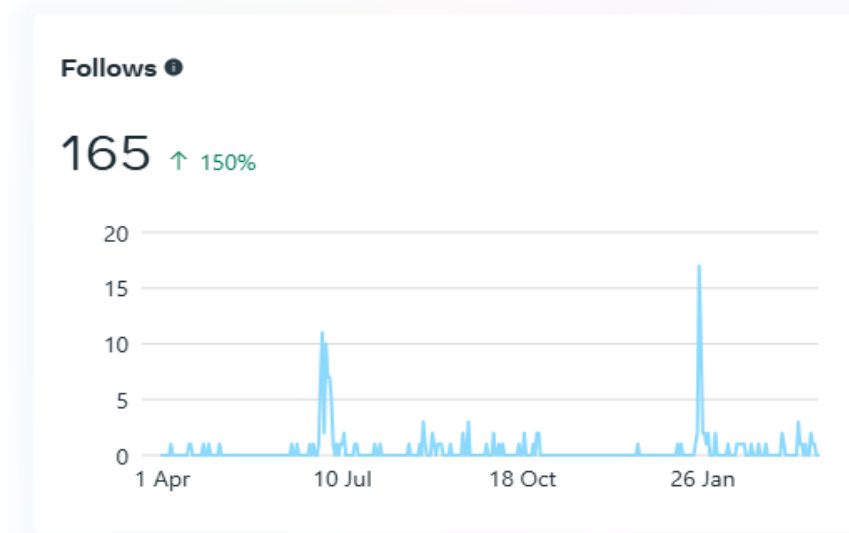
As our community continues to welcome newcomers, LCNB is ensuring everyone has access to our “Let’s Learn: A parent’s guide to giving your child a great start” booklets. We are excited to announce that we are adding Ukrainian and Arabic translations of our booklets. These valuable, in-demand resources will reach families from many backgrounds to ensure they can give their children the best start in their literacy journey!



SOCIAL MEDIA IMPACT REPORT

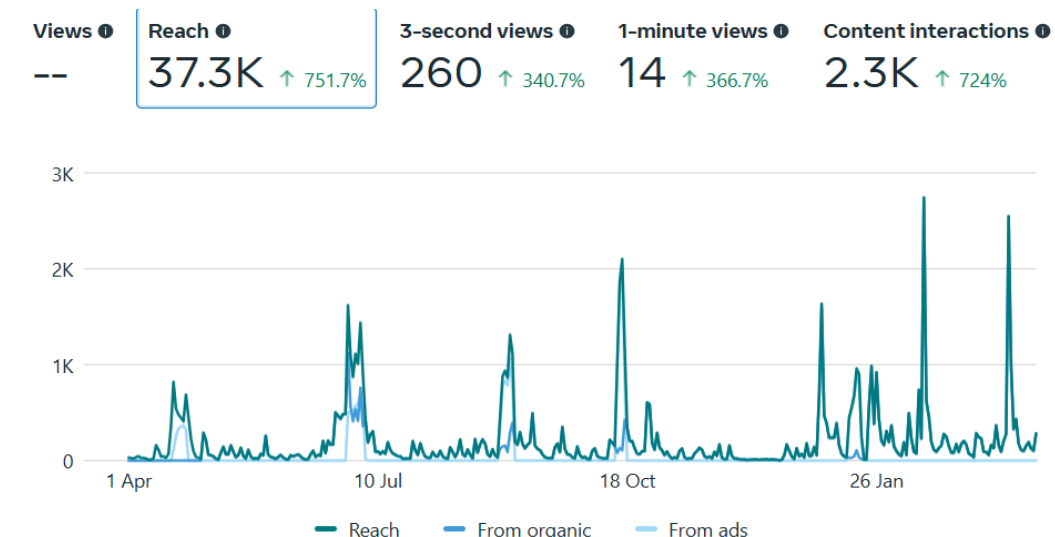
Facebook

Follows



The above graph shows the rate of new followers on our Facebook page over the last fiscal year. Facebook no longer shows the exact number of followers; however, we have an estimated **2,151** followers as of now, which is an increase of **165** from April 2023. The spike on the above graph around February can be attributed to the Family Literacy Day giveaway we ran in late January.

Reach

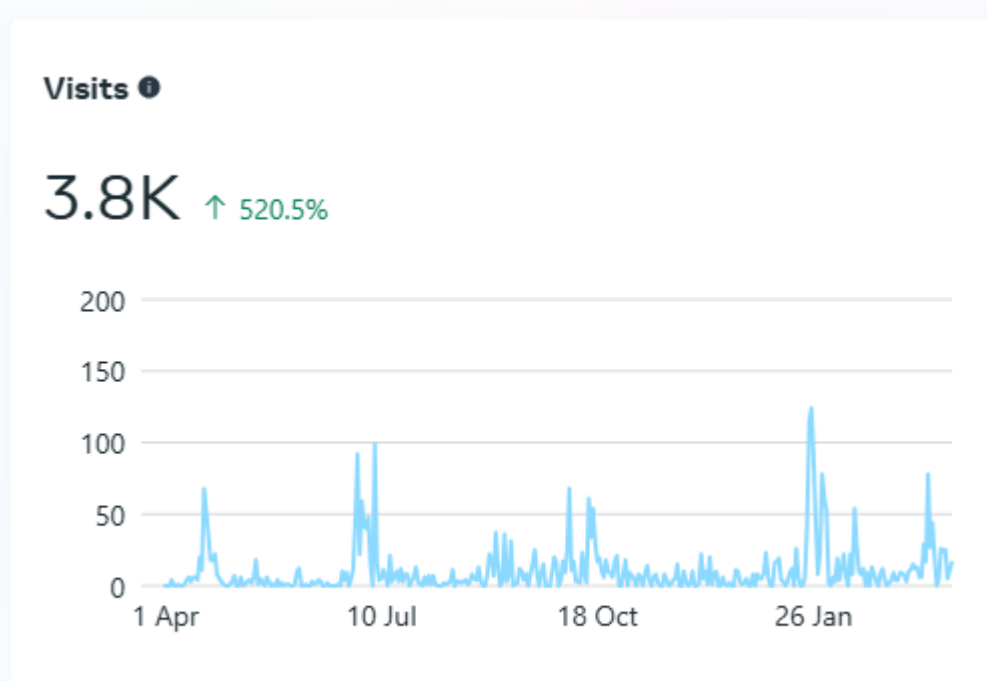


Based on the data above, reach and content interaction have grown significantly positively in the past fiscal year. We can expect to have a similar reach in the next year, meeting or crossing the approximate 37,000 reach we had in the past year.

Note the three spikes in the graph above, from left to right:

- October 11, 25th, Dr. Marilyn Trenholme Counsell Literacy Awards success post: Reach of **4,935 and 73 likes**.
- February 14th, International Book Giving Day (book donation to Boys & Girls Club): Reach of **3,400 and 8 likes**.
- March 19th, GED replacement information: Reach of **4,400 and 8 likes**.

Visits



From April 1 to March 2023, our Facebook page was viewed by **3,841** unique users. We're on track to surpass this for next year—with every quarter garnering over **1,500** views. The spikes in January can be attributed to our Family Literacy Day giveaway. The spikes in February and March were because of the peaks in reach with the GED and International Book Giving Day posts.

Twitter (X)

Analytics on Twitter (X) remains unhelpful for non-Premium Accounts. It seems to have stopped showing even the 3 months' impression data like older quarterly communications reports. Only X Premium subscribers have access to Twitter analytics tools now. However, we are able to see impressions (times a post was seen on the platform) and engagements (user interactions on a post) for individual posts. Going through the post impressions manually, we have average impressions of 27-30.

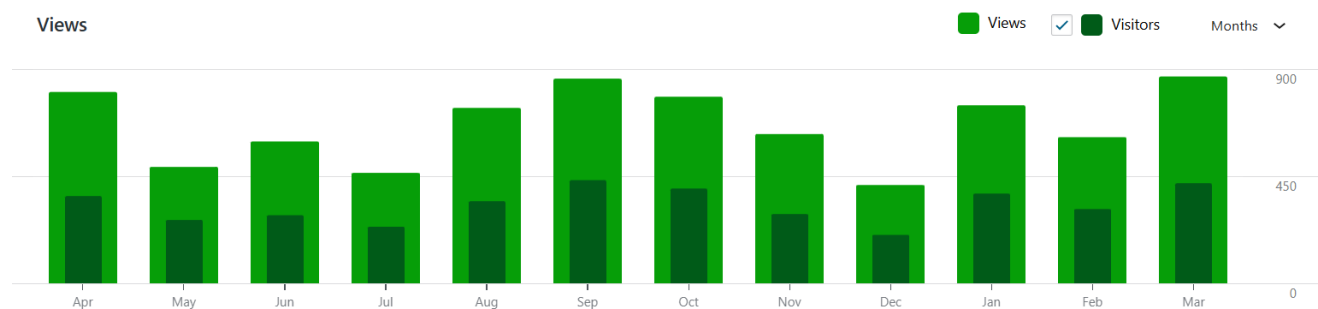
Newsletter

From April 2023 to March 2024, we ran 4 newsletters.

Our newsletter continues to perform well overall. The May-June 2023 had an open rate of **34.4%**, with a click rate of **3.9%**. The July-August newsletter had an open rate of **36.9%** with a click rate of **5.7%**. The Nov-Dec 2023 newsletter had an open rate of **28.3%** with a click rate of **4.3%**. The Jan- Feb 2024 newsletter had an open rate of **29.2%** with a click rate of **3.9%**. These numbers are roughly on par with previous newsletters in terms of clicks and open rates.

We currently have **467** subscribers, which is a drop from the approximately 550 subscribers we had. This comes as a result of the purge we did for inactive recipients.

Website



From April 2023 to March 2024, our website has had **8,005** views. The most popular page is the Home page, which had 1,952 views. This rate of traffic is very similar to that of quarterly reports, with every four months having approximately 2,000 views. 86.5% of views come from Canada followed by 8.2% from the USA.

IMPACT SUMMARY

135

BOOKS AND MATERIALS
DISTRIBUTED TO **FAMILIES**

200

EARLY CHILDHOOD
EDUCATORS TRAINED

62

FAMILY LITERACY DAY
PARTICIPANTS

25

ADULT LEARNER ESSAY
CONTEST PARTICIPANTS

30

LEARN LINE
CALLERS

2,151

FACEBOOK
FOLLOWERS

500

NEWSLETTER
SUBSCRIBERS

8,440

"LET'S LEARN!" BOOKLETS
DISTRIBUTED

Media Awareness

Media Releases and Events

- Family Literacy Day Celebration
- Dr. Marilyn Trenholme Counsell Literacy Awards 2024
- Talking, Singing, Reading Everyone, Everywhere! Project Announcement
- CTV Interview by Executive Director

MARIAN ZAICHOWSKI ENDOWMENT FUND

Fredericton Community Foundation Inc.
MF-Literacy Coalition
Fund Income Summary Jul 01, 2024 to Sep 30, 2024

<u>Account Name</u>	<u>Revenue</u>	<u>Expense</u>
Opening Balance	235,270.20	
Interest & Dividends	1,995.34	
Realized Gains/Losses	3,693.20	
Unrealized Gains/Losses	10,319.04	
Admin Fees-FCF		411.72
RBC Management Fees-Endowment		411.09
	<u>251,277.78</u>	<u>822.81</u>
Closing Balance	250,454.97	

Prepared without Audit

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
- 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



Dianne Léger
Project Coordinator



Peter Jewett
Communications Director
(2020-2023)



Memory Gajurel
Communications Director
(2024 – Present)